SEPTEMBER 10, 1945

PRICE 15 CENTS

# BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

RECEIVED
SEP 11
UNIVERSITY
LIBRARY


## Winning the Peace

WINNING an economic as well as a diplomatic peace will be the biggest job advertising and selling ever tackled. It will mean selling 50% more goods per year than were sold in 1940 to keep 20% more workers employed. Attaining this sales goal in the Denver region is a selling job for which KLZ has proved thoroughly capable. KLZ has the dynamic, sales-stimulating knack, and the Denver market has the spending power, which advertisers will need in the months and years ahead.

KLZ DENVER

5,000 WATTS ON 560 Kc. ★ CBS NETWORK
Represented Nationally by The Katz Agency

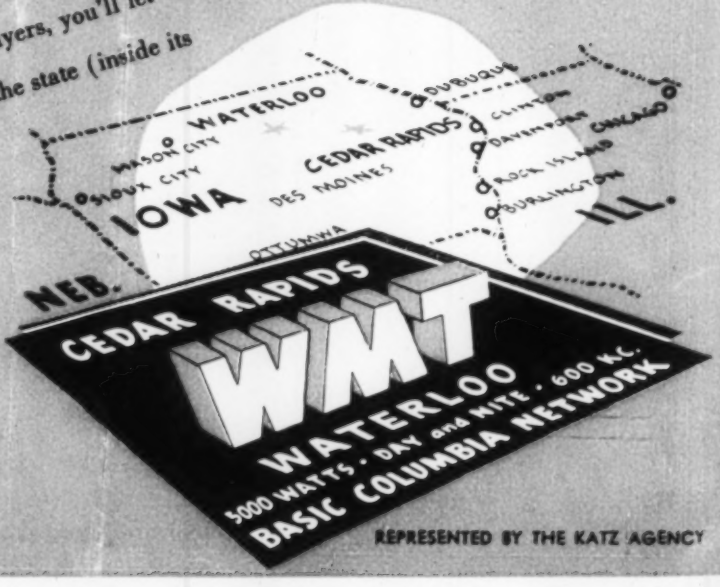

XUM

# This is IOWA

# and so is THIS

# ...and you get BOTH on WMT

Field hands . . . and shop hands . . . are not slowing down in Iowa. Stable industries and expanded farming create a steady, continuing income and a happy balance of diversification that assures a growing, dependable market throughout these post-war years. Stick a bright pin on Iowa on your marketing map, and then, like all good time buyers, you'll let WMT carry your sales story to the largest daytime primary area in the state (inside its 2.5 mv. line) . . . at Iowa's *best* frequency—600 KC with 5000 watts! Wire or write now for availabilities and market data. Thanks.




REPRESENTED BY THE KATZ AGENCY

XUM

XUM

WSIX, with an increase of 81.5% in the all-day average Hooper for the two years ending last January, is ready to run interference for your sales message to make sure it reaches the "pay-dirt" in the rich Nashville area. Here are other reasons why WSIX is an All-American: The best daytime Hooperating of any Nashville station. Top shows of both AMERICAN and MUTUAL networks. Excellent coverage at a very low unit cost. In this booming market there are over a million potential buyers ready to help your product score a touchdown in middle Tennessee.

**REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.**

AMERICAN

MUTUAL

WSIX

*The Voice of Tennessee's Capital City*

NASHVILLE TENNESSEE

5000 WATTS

980 KILOCYCLES

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washingnton 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

# BROADCASTING... at deadline

## Closed Circuit

EXPECT FCC to move speedily in transmitting to Congress recommendations on transfer procedure pursuant to its Crosley-Avco decision (see page 15). Possibly action within fortnight.

BY OCT. 1 Col. Ed Kirby, chief of the Radio Branch, BPR, is expected to leave the Army. He will return to private business, probably as a public relations and advertising consultant. Former NAB public relations director, Col. Kirby has headed Army radio five years. Successor is almost certain to be Maj. Al Wharfield, formerly of C. E. Hooper Inc, who has been acting chief while Col. Kirby served as escorting officer for the U. S. Broadcast Mission in Europe.

MORE THAN a possibility, in view of the FCC denial last week of KOMA Oklahoma City application to shift from 1520 kc to 690 kc (see story page 17), that station will file for 50 kw on its present frequency.

INTERDEPARTMENT Radio Advisory Committee held first meeting since V-J Day last Thursday, discussed conversion of military and Government frequencies to civilian use. On agenda: aviation frequencies, conflicts in military intelligence bands and amateur channels. Weeks of work face IRAC before differences can be resolved.

DIXIE B. McKEY, who put on the air WKY's 915-foot antenna in Oklahoma City, and Robert C. Shaw, high-frequency expert, will open an engineer consulting firm in Washington about mid-September.

IF PRESENT plans of the Radio Executives Club of New York materialize, first meeting of the new season on Oct. 4 will feature the complete party of the American Broadcast Mission to Europe as guest speakers, with the reception committee comprising Paul W. Kesten, CBS executive vice-president; Edgar Kobak, Mutual president; Chester J. La Roche, vice-chairman, American, and Niles Trammell, NBC president.

DON'T expect quick entry of full-blown television on nationwide basis. Wild talk about sudden setting up of video industry is discounted by many who will take leading roles in its development. Five or more years may be needed, they say, pointing to need of networking facilities, stations, programs and receiving sets before television can be said to have arrived. Industry may be developing nicely, though, within two years, though service likely will be only a few hours daily in larger cities.

### REXALL ON COAST

SONTAG DIVISION of United Rexall Drug Co., Los Angeles (chain), has appointed Glasser-Gailey & Co., Los Angeles, to handle advertising and will use radio along with other media in an extensive campaign. Grace Glasser is account executive.

## *Upcoming*

Sept. 10-11: Mutual Board meeting, Hotel Ambassador, New York.

Sept. 14: BMB Board meeting, Waldorf-Astoria, New York.

Sept. 17: NAB Radio News Committee, Palmer House, Chicago.

Oct. 1-2: NAB Board Meeting, Washington, and inauguration of President Justin Miller.

Oct. 23: Clear channel hearings before FCC, Washington.

## Bulletins

COL. WILLIAM S. PALEY, ICD, deputy director and chief of operations, on leave as CBS president, arrived by plane in New York Thursday night. It is understood he will be released from the Army shortly and return to CBS. Edward R. Murrow arrived in New York Friday afternoon. He is to return to London in two or three weeks.

STATE DEPT. received word Friday afternoon that Third Inter-American Radio Conference has begun sessions in Rio de Janeiro, with following representing the U.S.: Adolph A. Berle Jr., American Ambassador to Brazil (delegate); Loring B. Andrews, Office of Inter-American Affairs; Col. Theodore L. Bartlett, Army Air Forces; Robert R. Burton, Dept. of State; Dr. J. H. Dellinger, Bureau of Standards; Ralph L. Higgs, U. S. Weather Bureau; Rosel L. Hyde, FCC; Commissioner Ray C. Wakefield, FCC; Marion Woodward, FCC; Arthour L. Lebel, Dept. of State; Comdr. Paul D. Miles, Navy Dept.; Harvey B. Otterman, Dept. of State; Col. A. G. Simson, CAA; Commodore E. M. Webster, U. S. Coast Guard; Hubert M. Curry, American Embassy, Cuba (secretary).

NEGOTIATIONS between NABET, NBC and American over terms of a new contract were underway late Friday with wage and hour demands under discussion. Court decree requires nets to recognize technicians as bargaining agents for platter-turners regardless of Petrillo threats.

### GRID FEATURE SPONSORS

CRITERION RADIO FEATURES, Chicago, has sold its quarter-hour *Jimmy Evans Football Forecast* effective Sept. 21 for 11 weeks to following sponsors: Black Eagle Oil; Milwaukee, on WEMP WIBU KFIZ WHBY WOSH WTAQ; Dixie distributors, Spartanburg, S. C.; Schlitz & Champaign Velvet on WORD; Clark Tire & Rubber Co., Monroe, La., on KNOE; Dumas Gidden Co., North Carolina Pure Oil distributors on WGBR; Fisk Tire & Rubber Co., Buffalo, on WEBR.

## Business Briefly

BAYUK SPORTS ● Bayuk Cigars Inc. Philadelphia, starts sportscasts Sept. 10 Mutual, Mon., Wed., Fri., 7:45-8 p.m. Agency, Ivey & Ellington, Philadelphia.

CIBA TO DURSTINE ● CIBA Pharmaceutical Products, Summit, N. J., manufacturer of ethical products for the medical profession, has appointed Roy S. Durstine Inc., N. Y., as agency, effective Jan. 1, 1946.

NEW SHADOW TIME ● Sponsored by Delaware, Lackawanna & Western Coal Co., New York, Grove Labs., St. Louis, and Carey Salt Co., Hutchinson, Kan., *The Shadow* returned to Mutual Sept. 9 as a 5-5:30 p.m. Sunday program and not 5:30-6 p.m. as originally scheduled.

SERUTAN DELAY ● First broadcast of new Mutual series of food commentaries by Victor H. Lindlahr, originally scheduled to start Sept. 10, has been postponed to Oct. 1, 11:45-12 noon, Monday-Friday. Sponsor is Serutan Co., Jersey City; Agency, Raymond Spector Co., N. Y.

SPONSORS "ACES" ● Stop and Shop Supermarkets, Boston, starting Sept. 17 will sponsor Monday through Friday, 10:30 p.m. on WNAC Easy Aces. Agency, Hirshon-Garfield.

MURINE ON 35 ● Murine Co., Chicago, is planning a test campaign for October and November using night chain breaks on about 35 station. Agency, BBDO, Chicago.

GOODRICH DRAMA ● B. F. Goodrich Co., Akron (tires) starting Oct. 4 will sponsor *Detect and Collect* on full American network, Thursdays 9:30-9:55 p.m. Agency, BBDO, New York.

IPANA RENEWS ● Bristol-Myers Co., New York (Ipana toothpaste), on Sept. 7 renewed for 52 weeks the *Alan Young Show* on 195 American stations, Tues. 8:30-9 p.m. Agency, Doherty, Clifford & Shenfield, New York.

CAMPBELL CONTINUES ● Campbell Soup Co., Camden (soups) on Sept. 9 renewed for 52 weeks *Request Performance* on full CBS network, Sun. 9-9:30 p.m. Agency, Ward Wheelock Co., New York.

### MOVE OF WATR TO SPRINGFIELD, MASS., ASKED

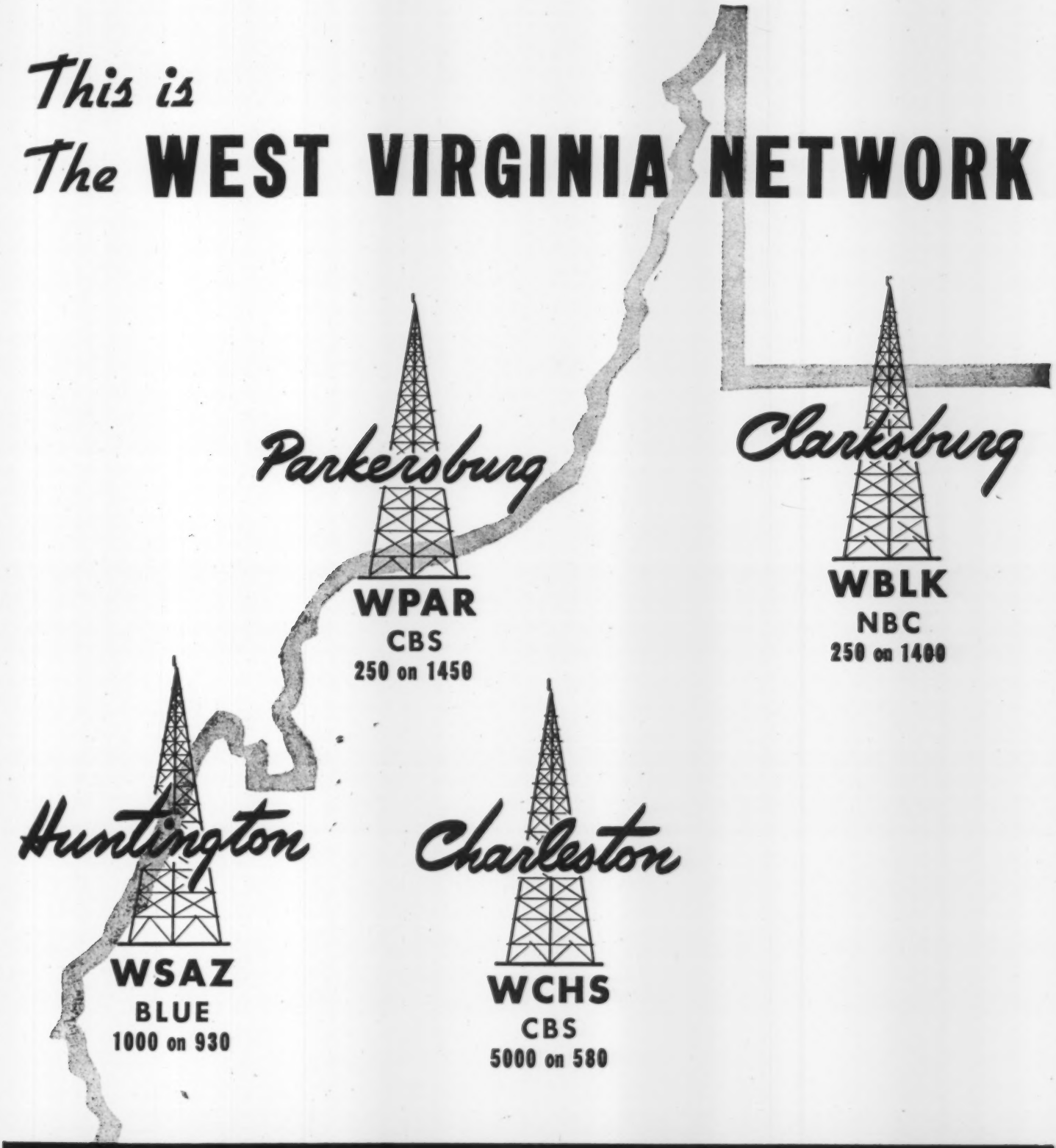
NEW station applications filed late Friday at the FCC include: New station asked by Harold Thomas, Waterbury, Conn., 1240 kc 250 w unlimited, to be considered with his application to move WATR Waterbury to Springfield, Mass., increase from 1 to 5 kw, install new transmitter and directional antenna; new station asked by News Publishing Co., Charlotte, N. C., 1400 kc 250 w unlimited; new station asked by Rupert W. Bradford and Harry F. Pihl, Bemidji, Minn., 1450 kc 250 w unlimited.

FM developmental station asked by Frank C. Carman, David G. Smith, Jack L. Powers and Grant R. Wrathall, d/b Utah Broadcasting & Television Co., Salt Lake City, 92.1-103.9 mc band 100 w special emission for FM. KGHI Little Rock asks CP to change from 1230 to 1240 and move transmitter and studio locally. KGLU Safford, Ariz., asks CP change from 1450 kc 250 w to 1480 kc 1 kw.



XUM

# *This is The* WEST VIRGINIA NETWORK




## THE WEST VIRGINIA NETWORK

JOHN A. KENNEDY
PRESIDENT

HOWARD L. CHERNOFF
MANAGING DIRECTOR

*National Representatives,* THE BRANHAM COMPANY




XUM

THE PACIFIC NORTHWEST MEANS...

KIRO

SEATTLE • TACOMA

No. 3...LUMBER

Seven Billion Board Feet Annually

Producing almost a third of all U. S. lumber, the Pacific Northwest lumber industry supports more than a third of a million people. With no reconversion problem, and with an unprecedented demand . . . lumber . . . plastics . . . dyes . . . paper pulp . . . plywood . . . turpentine and oils . . . wood flour . . . this industry will enjoy a long period of high production, high employment, and high income.

KIRO is the only 50,000 watt station in this rich market . . . it brings Columbia Programs to Seattle and the Pacific Northwest.

SEATTLE TACOMA KIRO

The Friendly Station

SEATTLE, WASH.

THE PACIFIC NORTHWEST'S MOST POWERFUL STATION

50,000 Watts

710 kc

CBS

Represented by

FREE and PETERS, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio

*Published Weekly by Broadcasting Publications, Inc.*

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

*IN THIS ISSUE . . .*

FCC Urges Bids on Station Transfers ..... 15
Applicants Must File Data by Oct. 7 ..... 15
FCC Dismisses Charges Against WDSU ..... 16
Porter Reaffirms Belief in U. S. Broadcasting 16
Net Affiliates In First Meeting ..... 16
Surrender Broadcast Delayed by Military ... 17
Italy Wants to Boost Commercial Radio ..... 18
U. S. Mission Received by Pope Pius ..... 18
How Many Stations Will Markets Support? By Dr. Victor J. Andrew ..... 20
Europe Girding for Struggle of Superpower Stations ..... 22
Daily Serials Liked By Helen R. Bitterman ..... 24
Monte Carlo Building Station ..... 28
American Radio for GI's ..... 30
Midwest Farmer Day Staged by WNAX ..... 34
Surveys Australian Program Needs ..... 44
U. S. Chief User of Radio in S. A. ..... 50
Scharfeld Leads Probers for AMG ..... 70
Not Unusual for Big Business to Own Licenses ..... 83
World Radio Society Peace Aid By Pfc. Cecil K. Carmichael ..... 86

**DEPARTMENTS**

Agencies ..... 52
Allied Arts ..... 52
Commercial ..... 50
Editorial ..... 48
FCC Actions ..... 87
Feature of Week ..... 10
Management ..... 50
Network Accounts ..... 62
News ..... 58
Our Respects To ..... 48
Production ..... 60
Programs ..... 58
Promotion ..... 54
Sellers of Sales ..... 10
Service Front ..... 84
Sponsors ..... 56
Sid Hix ..... 16
Technical ..... 60

**At Washington Headquarters**

**SOL TAISHOFF**
*Editor and Publisher*

**EDITORIAL**

**ROBERT K. RICHARDS, *Editorial Director***

Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, *Associate Editors.* STAFF: Jack Levy, Lawrence Christopher, Mary Zurhorst, Sidney Shelley, Norma Pugliese, Adele Porter.

**BUSINESS**

**MAURY LONG, *Business Manager***

Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Carpenter, Marie Woodward. AUDITING: B. T. Taishoff, Catherine Steele, Mildred Racoosin.

**CIRCULATION**

**BERNARD PLATT, *Circulation Manager***

Dorothy Young, Herbert Hadley, Leslie Helm

**NEW YORK BUREAU**

250 Park Ave., Zone 17, *PLaza 5-8355*

EDITORIAL: Bruce Robertson, *New York Editor;* Florence Small, Dorothy Macarow, Doris Gooch.

ADVERTISING: S. J. Paul, *New York Advertising Manager;* Patricia Foley.

**CHICAGO BUREAU**

360 N. Michigan Ave., Zone 1, *CENtral 4115*
Fred W. Sample, *Manager;* Jean Eldridge.

**HOLLYWOOD BUREAU**

1509 North Vine St., Zone 28, *GLadstone 7353*
David Glickman, *Manager;* Marjorie Barmettler.

**TORONTO BUREAU**

417 Harbour Commission Bldg. *ELgin 0775*
James Montagnes, *Manager.*

*Copyright 1945 by Broadcasting Publications Inc.*

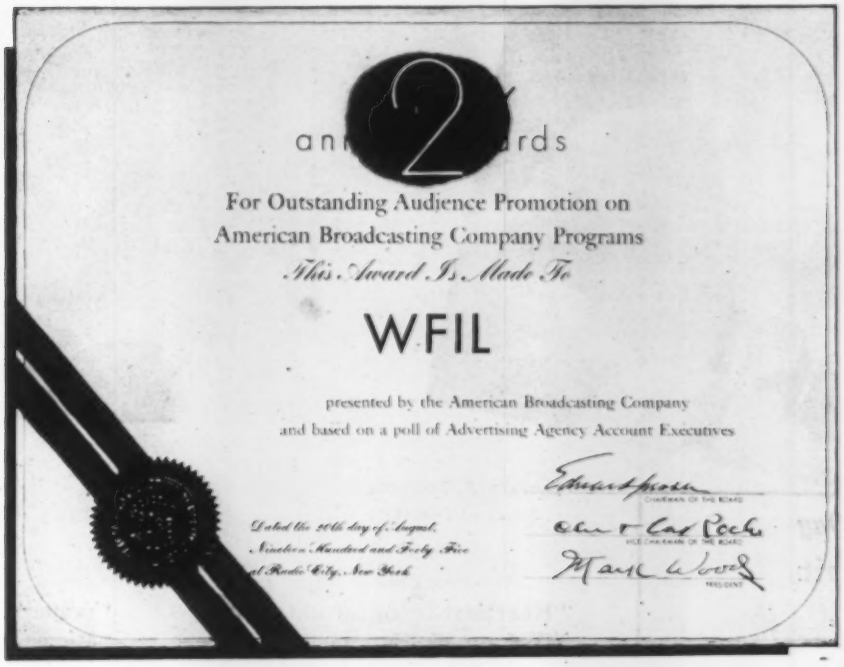
SUBSCRIPTION PRICE $5.00 PER YEAR, 15c PER COPY



XUM

*Again . . .*

# WFIL wins ABC award for Outstanding Audience Promotion


For Outstanding Audience Promotion on
American Broadcasting Company Programs
This Award Is Made To
WFIL
presented by the American Broadcasting Company
and based on a poll of Advertising Agency Account Executives

**For the second successive year advertising agencies using American Broadcasting Company facilities have handed an orchid to WFIL for outstanding audience promotion of ABC network commercial programs. To those agencies and to the American Broadcasting Company WFIL is deeply grateful.**

**WFIL renews the pledge it made a year ago —"That WFIL will always seek to promote, publicize and merchandise its clients' programs to the fullest extent and with every available means at its command."**

**IN PHILADELPHIA**

**WFIL**

**MEANS PROGRESS and PUBLIC SERVICE**

***Represented Nationally by* THE KATZ AGENCY**

# Acknowledging

EDWARD J. JEFFRIES
*Mayor of Detroit*

FRED WARING
*Director Waring's Pennsylvanians*

## *Monday Named WWJ Day*
## City of Detroit

EXECUTIVE OFFICE

August 13, 1945

As Mayor of Detroit, I am happy to designate Monday, August 20, as WWJ Day. On that date, Radio Station WWJ will complete 25 years of service, the first station in America to attain the quarter century mark.

Throughout its history, the operation of WWJ has been characterized by a devotion to the public good and by ideals so high as to have given every Detroiter a feeling of pride and satisfaction in the record and achievements of the world's oldest commercial broadcasting station.

Radio exemplifies one of our most cherished liberties, the freedom of speech, and I am certain that all of our people, including the other splendid radio stations in Detroit, will join with me in paying this fitting tribute to Detroit's First Station.

Edward J. Jeffries
Mayor

"Heartiest congratulations to WWJ on its 25th birthday. The United Press is proud to have been associated with you."

MIMS THOMASON
*of the United Press*

"Yesterday WWJ was given a nation's homage. My home station, from where I made my first broadcast in 1922, was celebrating its 25th Anniversary. Gosh how time does fly."

FRED WARING
*Director Waring's Pennsylvanians*

"25 years ago today, on August 20, 1920, Radio Station WWJ (then 8MK) of Detroit, broadcast its first program, and has been operating on a daily schedule since that time."

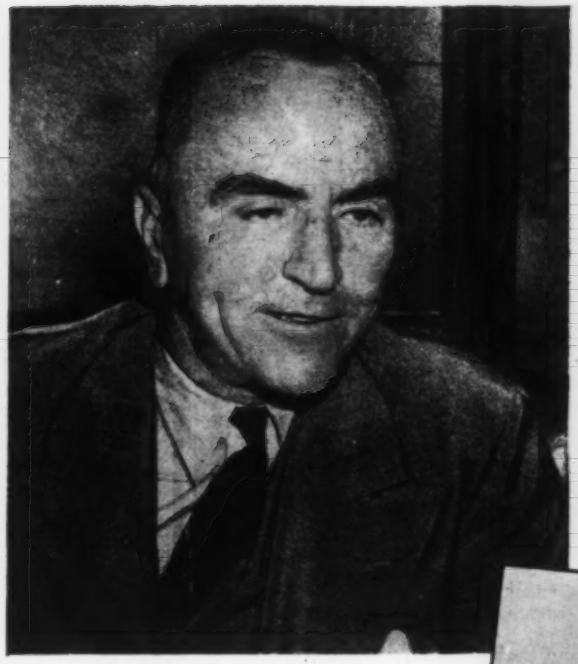
*Hour of Charm Program*
*over NBC Aug. 19, 1945*

"May I be among your well wishers on the occasion of the 25th anniversary of Radio Station WWJ."

EASTON WOOLLEY
*Director of Station Relations, NBC*

XUM

# WWJ's PRIMACY



*Left—*
CAPT. EDDIE RICKENBACKER

*Right—*
ROBERT ST. JOHN
*War Correspondent*

"I feel I am part of WWJ for the past 25 years, having been on its original broadcast."

CAPT. EDDIE RICKENBACKER

"WWJ is celebrating its 25th birthday today and I want to join with radio people all over the world in sending my congratulations. It would take me a half an hour to tell you all the firsts that that station has to its credit. WWJ pioneered the way back in the days when radio receivers were little cardboard boxes which brought in sound by virtue of a little tiny piece of crystal. Today it is one of the greatest stations in all the world. I wish I were in Detroit celebrating with them."

*Broadcast by Robert St. John over NBC, Monday, Aug. 20, 1945*

"25 years of successful broadcasting and outstanding accomplishments serving the public interest . . . an achievement of great value and a credit to the entire radio industry."

E. W. EVANS
*President The Billboard*

**WWJ**

***America's Pioneer Broadcasting Station—First in Detroit***

***Owned and Operated by The Detroit News***

950 KILOCYCLES—5000 WATTS

**THE GEORGE P. HOLLINGBERY COMPANY**

**National Representatives**

***NBC Basic Network***
***Associate FM Station WENA***
***Television C.P. Pending***

XUM

Ever see a station whose daytime Hooper "share of audience" averages

**49.0%?**

Perhaps . . .

. . . but how about a city where the daytime "sets-in-use" averages

**21.8*?**

---

NO? . . .

. . . then look at Lincoln - - we feel it's a rare result in a market of over 100,000 population.

---

In Fact,

KFOR has 80% more daytime audience according to Hooper than the next highest station.

---

* If you're interested in ratings, just multiply "sets-in-use" by "share of audience."

Represented by Edward Petry Co., Inc.

KFOR

"Nebraska's Capital City Station"

LINCOLN Nebraska

Gordon Gray, General Mgr.
Melvin Drake, Station Mgr.

Blue and Mutual Networks

# Feature of the Week

ONE OF the great and unexpected revelations of a single radio station's achievement to come out of this war is the story of how the Saipan station, KSAI—built by the OWI using a Western Electric 50 kw transmitter—saved 20 of the B-29 superfortresses crippled over Japan, the lives of more than 200 fliers, and property worth more than $15,000,000.

In September, 1944 it was decided to put up a station on the newly won Saipan, powerful enough to reach the Japanese people by medium wave.

James O. Weldon, chief of the OWI Bureau of Communications Facilities, and five members of his staff went to Saipan in November, 1944 to construct the station. They started installation on November 20, and 31 days later after working day and night, assisted by Army engineers, and Signal Corps men, the station was ready.

It operated on 1010 kc and consisted of four directional antennas which gave a 250 kw effective signal toward Japan, but there was still a question as to whether such a signal could reach the great Japanese population centers effectively. However, two occurences almost immediately answered the question. Twenty minutes after the Saipan radio went on the air, the Japs tried to jam it. The next evening Tokyo radio advised listeners to turn off their radios, go to bed early and conserve their strength.

Then OWI engineers received a request from the B-29 Bomber Command stationed on Saipan that the transmitter be left on 24 hours a day for four days so that the bombers could check the signal.

Two days later an urgent order was received: "Keep that transmitter on twenty-four hours a day permanently from now on!" The story came out. A crippled, lost plane, its navigating equipment smashed, had picked up the Saipan signal so clearly that by using its radio compass it was able to ride in on the beam to its base. Some weeks later, four B-29's were saved in one week by following this beam.

Within four months the station was credited with saving more than 20 superforts.

The station had been rebroadcasting OWI psychological warfare material relayed from KRHO Honolulu, operating from 6 to midnight Japanese time skywave coverage. To keep on the air during the day for aerial navigation in accordance with the Bomber Command's orders, it rebroadcast at all other times troop shows and musical programs of the AFRS.

From checks both by the bombers and by warships in the Japanese area, it is now known that KSAI easily rivaled the Tokyo radio. Thus, psychological warfare men could be sure the Japanese man in the street was being reached with such important information as the Potsdam unconditional surrender ultimatum which went out from Saipan, the warnings to specified Japanese cities of their impending destruction, and the recent historic development of the atomic bomb.

On the authority of Capt. Paul Bosse, AFG Saipan, requests for "position" from homing B-29's were reduced from an average of 140 a day down to an average of 20 per day as soon as KSAI went on the air 24 hours a day.

# Sellers of Sales

A FOUR-POINT program is considered by Leonard Gessner, radio director of Fitzgerald Adv. Agency, New Orleans, in buying time for a successful radio campaign.

He reasons that a successful campaign requires a lot more than just clever copy or a jingle or even a program. "You've got to broadcast when there are enough people listening to your station to make it worthwhile," he declares, "and you've got to broadcast often enough to really drive home your message."

On the basis of this he considers: 1, geographic coverage; 2, audience availability; 3, listening habits; 4, frequency of impact.

LEONARD

Leonard was born in New Orleans, March 1901. He went to Tulane U., graduating in 1921 with a BBA. He has been in advertising since 1925 and with Fitzgerald since 1929.

Married in June 1926 to Natalie Guthrie, Leonard has two children, Natalie, 16 and Len, 14. He is a member of the American Marketing Assn. and the Stratford Club of New Orleans.

Principal accounts which he handles are: Blue Plate Foods Inc., Dixie Brewing Co., Godchaux Sugar Inc., Louisiana Power & Light Co., *New Orleans Item*, Pan American Petroleum Corp., Valvoline Oil Co., WWL New Orleans, Wembley Inc., Wesson Oil & Snowdrift Sales Co.

You sell with

WDEL

Wilmington Delaware

Your advertising on WDEL builds sales at low-cost for it reaches Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia . . . a section always prosperous because of its rich industry and agriculture.

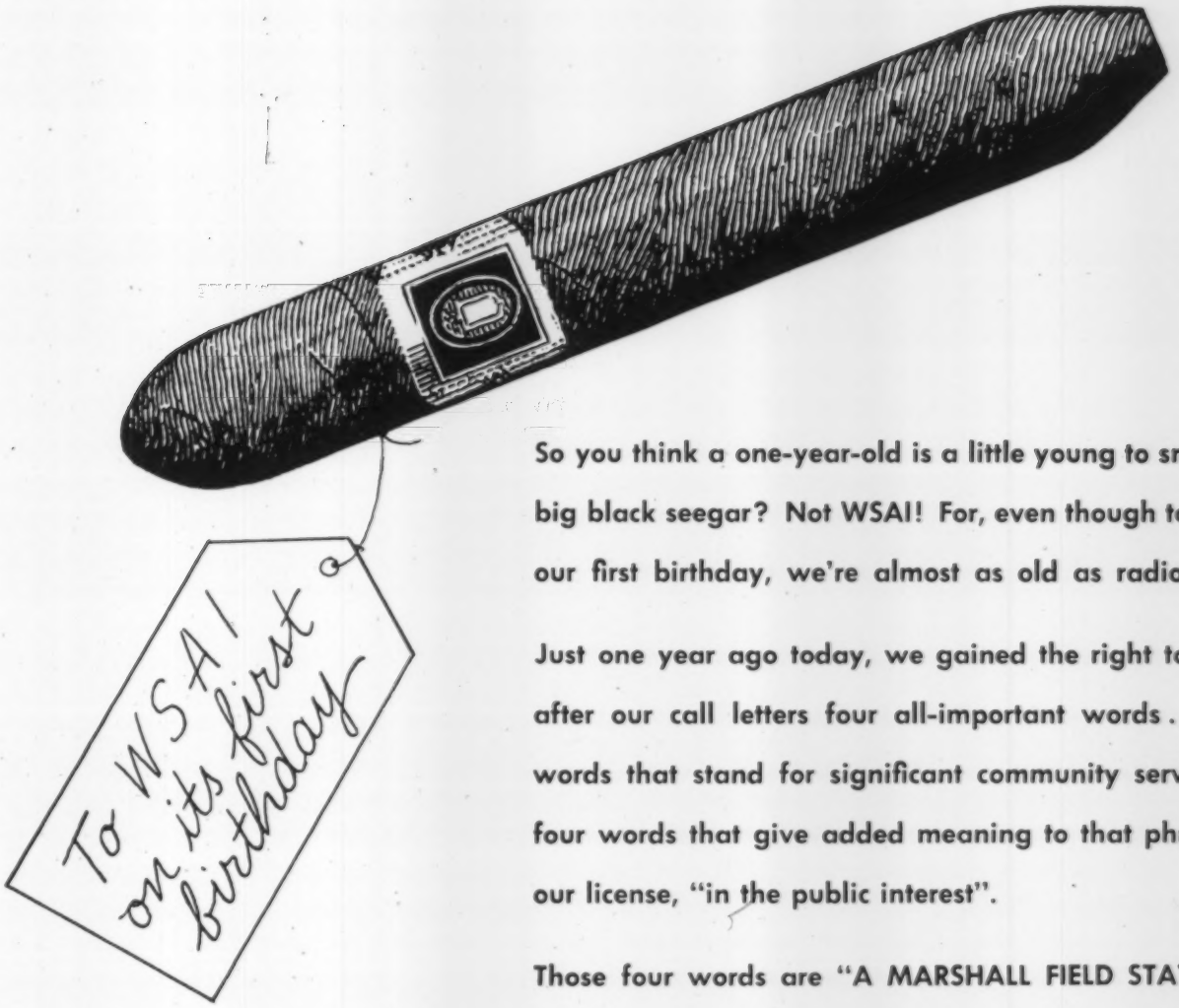
5000 WATTS day & night

All the foremost NBC Programs . . . interest-building, local programming . . . your assurance of constant, profitable listenership.

NBC BASIC STATION

Represented by

RAYMER




So you think a one-year-old is a little young to smoke a big black seegar? Not WSAI! For, even though today is our first birthday, we're almost as old as radio itself.

Just one year ago today, we gained the right to place after our call letters four all-important words . . . four words that stand for significant community service . . . four words that give added meaning to that phrase in our license, "in the public interest".

Those four words are "A MARSHALL FIELD STATION".

So here's thanks to all those advertisers and agencies who have helped to make this, the first year under the Marshall Field banner, one of the most successful periods in our 23-year history!

**WSAI**

*A Marshall Field Station,*

CINCINNATI 2, OHIO

BASIC AMERICAN BROADCASTING COMPANY

# A BROADCASTER COMMENTS ON NEWS COVERAGE...

"As you know, WIND broadcasts the news 51 times daily — probably the heaviest newscast schedule in America. In order to produce this 24-hour news output, our news room receives all three news services.

"On the basis of our experience, we want you to know that we regard AP as a 'must' service. The name Associated Press means much to our listeners, and to us. We have found during the past three years that we can rely on AP to supply what we need when we need it. It makes no difference whether it is a story of world-shaking proportions or only news of local interest.

"They all are important to us, and to our listeners, and we get them all fast and straight on the AP news wire. The program material you send is a big help in the preparation of other special WIND shows. Service has been good."

**Ralph L. Atlass**
***President***
***Radio Station WIND, Chicago, Ill.***

# AP NEWS FOR RADIO

# The Key To Three Cities!

● Albany, Troy, Schenectady are one vital market which can be yours—delivered by WTRY.

These three cities, while separate entities, actually form one major market. They are geographically close, alike in their thinking and in their buying habits. Most important, they are covered by one radio station doing the job of three—doing it thoroughly and economically.

A SQUARE DEAL STATION
*Invest in the United States*
*Buy War Bonds*

WTRY's strong signal, plus its influence and prestige, assure you a wide listenership in all three cities. No other medium can deliver so much—and at so little cost. Yes, three cities—and the key to all three is WTRY.

**Basic Blue Network • 980—Middle of the Dial—980 • Representative: Paul H. Raymer Company**

**WTRY, Albany-Troy-Schenectady • Associated with WSYR, WKNE, WELI**

# "We've got to screen-out the women. Sit there and give me your reactions!"

● One of the wonderful things about spot broadcasting is that you can select your audience, and save the cost of dead-head listeners! Men, women, children, young people or old, rural or urban—whatever group *buys* your product, that's the group you can *get!*

Not only that, but there's the added possibility of directing your sales appeal exactly to the geographical sections where it's most needed for better business.

How about giving spot broadcasting *your* consideration? We'd like to talk with you about it.

**EXCLUSIVE REPRESENTATIVES:**

| | |
|---|---|
| WGR-WKBW | BUFFALO |
| WCKY | CINCINNATI |
| KDAL | DULUTH |
| WDAY | FARGO |
| WISH | INDIANAPOLIS |
| WJEF-WKZO | GRAND RAPIDS-KALAMAZOO |
| KMBC | KANSAS CITY |
| WAVE | LOUISVILLE |
| WTCN | MINNEAPOLIS-ST. PAUL |
| WMBD | PEORIA |
| KSD | ST. LOUIS |
| WFBL | SYRACUSE |
| **IOWA** | |
| WHO | DES MOINES |
| WOC | DAVENPORT |
| KMA | SHENANDOAH |
| **SOUTHEAST** | |
| WCBM | BALTIMORE |
| WCSC | CHARLESTON |
| WIS | COLUMBIA |
| WPTF | RALEIGH |
| WDBJ | ROANOKE |
| **SOUTHWEST** | |
| KOB | ALBUQUERQUE |
| KEEW | BROWNSVILLE |
| KRIS | CORPUS CHRISTI |
| KXYZ | HOUSTON |
| KOMA | OKLAHOMA CITY |
| KTUL | TULSA |
| **PACIFIC COAST** | |
| KOIN | PORTLAND |
| KIRO | SEATTLE |

and WRIGHT-SONOVOX, Inc.

## FREE & PETERS, INC.

*Pioneer Radio Station Representatives*

*Since May, 1932*

**CHICAGO:** *180 N. Michigan* Franklin 6373 **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 **SAN FRANCISCO:** *111 Sutter* Sutter 4353 **HOLLYWOOD:** *6331 Hollywood* Hollywood 2151 **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING and BROADCAST ADVERTISING

VOL. 29, No. 11 WASHINGTON, D. C., SEPTEMBER 10, 1945 $5.00 A YEAR—15c A COPY

# FCC Urges Bids on Station Transfers

## Price Also Factor, Declares Avco Decision

By JACK LEVY

MAINTAINING that its present transfer procedure is deficient, the FCC last week, in making public its 4-3 decision approving the sale of the Crosley radio properties to Avco, proposed a 7-point plan whereby the Commission would have "some real voice" in future changes of station ownership.

A public hearing will be held at an early date, the Commission announced, to consider procedures within the framework of the plan which, if adopted, would apply to all transfer applications filed after Sept. 6. A "completely satisfactory procedure", which would include ceilings under which stations could be sold and determine the extent to which large financial interests should be permitted to control stations, will be recommended to Congress.

The Commission also served notice that it will consider no further applications, such as the Crosley-Avco transfer, in which broadcasting facilities are lumped with other assets unless separate price is agreed upon for stations involved.

The plan offered by the Commission, included in the majority opinion concurred in by Chairman Porter and Commissioners Jett, Denny and Wills, would provide all interested parties an opportunity to apply for licenses of stations offered for sale. It would enable the Commission to grant the transfer to the applicant best qualified to operate the station in the public interest.

It provides that the Commission and the applicant publish the terms and conditions of the proposed sale of a station, the name of the prospective purchaser, and the conditions of the sale. Other persons would be invited to apply for the station on the same terms and the Commission would consider all applications on their merits, with selection of transferee determined on the basis of public interest.

A 60-day period would be given following the receipt of an application for other interested persons to compete and if no other bids were filed the original application would be considered on its merits. If otherwise received, all would be considered on their merits.

The plan would not apply to transfer of less than a controlling interest in a station nor in cases where transfer involves no real change in control.

**IN ITS 45-PAGE CROSLEY-AVCO DECISION, THE FCC:**

**(1) Seeks Congressional action empowering it to exercise jurisdiction over prices in transfer of stations.**

**(2) Proposes new procedure in transfers which would open offerings to all comers—with the transferee to be selected by the Commission on the basis of his ability to perform.**

**(3) Decides to await Congressional action on (1) and hold open hearing on (2).**

### Carries Out Intent

Such a procedure, the opinion declared, "will more adequately enable the Commission to carry out the Congressional intent that the best qualified person be licensed for each available frequency. No harm will result to the transferor since he either sells his station to the person he selected under the terms and conditions specified in his contract, or he sells to another person on the same terms.

"However, if he is unwilling to sell on the same terms and under the same conditions to another person, whom the Commission believes is better qualified, then the transferor need not sell at all. The only change which this procedure will cause is giving the Commission some real voice in the selection of a proper successor."

### Basic Infirmity

While approving the transfer of the Crosley properties, the majority opinion noted that "grave questions of public policy" were involved. "To deny this application," it declared, "would reverse 17 years of precedent and establish new policies." The majority was therefore "persuaded to grant the application and then consider the promulgation of a uniform rule for future transfer cases, buttressed by Congressional clarification of certain questions where our power is not specific."

The present case, the opinion asserted, highlights "a basic infirmity" of the Communications Act in that it permits a man retiring from the radio business to select his successor. Under such power, it declared, the seller may be influ-

(*Continued on page 81*)

# FM Applicants Must File Data by Oct. 7

(*Text of FCC Announcement page 40*)

THE FCC will begin the processing of approximately 500 applications for new FM stations in four weeks.

Announcing its policy for assignment of frequencies to existing FM licensees, to holders of outstanding construction permits, and to pending applicants, the Commission last Tuesday asked prospective owners of new stations to file all necessary data before Oct. 7.

Receipt of this information, it stated, will enable it to make as many grants after that date "as would be consistent with the availability of frequencies and other public interested factors".

The Commission further stated it recognizes the difficulty which may be encountered in submitting complete engineering data by Oct. 7 and that it therefore "contemplates the granting of a substantial number of FM applications conditionally", subject to later submittal of the desired information.

### Soon Assign Frequencies

With regard to the 46 existing FM licensees, the Commission disclosed it would soon assign new frequencies to bring these stations into the 92-108 mc band and will require that regular programs on the new assignments begin no later than Jan. 1, 1946. Licensees will be given until Sept. 20 to file objections to the new assignments.

The Commission was making every effort to have the new assignments ready for present licensees by the end of last week, so that ample time would be afforded for filing objections. These assignments were to include seven holders of outstanding construction permits, making a total of 53.

Modified construction permits will be issued shortly to these seven holders together with the assigned frequency but, as in the case of existing licensees, the Commission will permit operation with less than the power specified in the assignment until materials and equipment are available. Feb. 1 was set as the deadline for commencement of regular broadcasting operations by this group of seven and Jan. 1 for initiation of equipment tests.

Simultaneously with its policy announcement, the Commission sent letters to applicants, licensees and CP holders requesting desired information. In these letters, the Commission recognized difficulties attendant upon the problem of obtaining equipment. It told existing FM stations they could continue to operate on their present assignments "until such time as it appears that receivers for the new band are generally available to the public and owners of existing receivers have had the opportunity to adapt or convert them to the new band."

### Terminate Dual Operation

It pointed out, however, that when receivers and converters are available for the new frequencies, "dual operation will be terminated".

Referring to its notice of Aug. 7 [BROADCASTING, Aug. 13] setting forth a 60-day period for filing and processing of new applications, the

(*Continued on page 76*)

# FCC Dismisses Charge Against WDSU With Stern Reminder

WITH A STERN reminder that a radio station "is not an instrumentality to be used for his [the licensee's] personal political advancement", the FCC last week dismissed proceedings instituted against WDSU New Orleans as a result of a complaint filed by Sen. John H. Overton (D-La.). The Commission served notice, however, that the record in the case is "subject to further review" when renewal time arrives.

Mr. Overton had charged the station with refusal to grant him "equal opportunities" for political broadcasts during his campaign for renomination at the primary in Louisiana a year ago to that given one of his opponents, E. A. Stephens, majority owner of Stephens Broadcasting Co., licensee of WDSU. A hearing on the complaint was held last March before Norman S. Case, former commissioner [BROADCASTING, April 2].

**IN ITS first proceeding for alleged violation of Section 315 of the Communications Act, the FCC dismissed a complaint against WDSU New Orleans but issued a strong admonition that stations are not instrumentalities for giving advantage to one political candidate.**

### Some Overton Claims Upheld

In an Opinion and Order on the complaint (Docket No. 6740; B-212), the Commission upheld claims of Sen. Overton that he had not been offered the choice time granted to Mr. Stephens who had made his broadcasts at 7:45 p.m. on weekdays. The Senator had been offered time after 10:35 p.m. on these days, Saturday evenings and Sunday afternoons.

The Commission refused to accept the defense of WDSU that it had met the obligations imposed by Section 315 of the Communications Act of 1934 by offering the same amount of time to each candidate. Pointing out that this provision requires stations to afford "equal opportunities" to opposing candidates for public office, the Commission declared that "the meaning of this term is not to be arrived at by the application of narrow, legalistic notions.

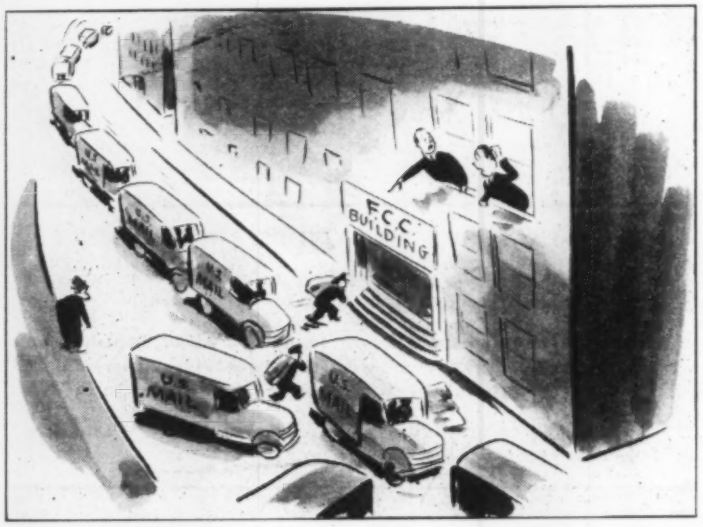
"The obligation imposed upon a licensee by this provision," it held, "is not discharged merely by offering the same amount of time to each candidate. Quantity alone is not the sole determining factor, for it is a matter of common knowledge that the size of a station's potential audience, an important consideration in political broadcasts, is much larger during the early evening hours than in other portions of the broadcast day."

The advantage of the early evening hours, the Commission continued, is borne out by WDSU rate schedules which, along with other stations, prescribe their highest rates for periods between 6 p.m. and 10 or 10:30 p.m. "Consequently . . . it cannot be said, and respondents do not seriously so contend, that their offer to make available to Sen. Overton time after 10:35 p.m. represents a satisfactory ful-

(*Continued on page 77*)

### Porter Speaker

PAUL A. PORTER, chairman of FCC, will be principal speaker on the Associated Broadcasting Company's network inaugural ceremonies, Sept. 17. The two hour program, scheduled for 2 to 4 p.m., will originate from the studios of WWDC Washington under the supervision of Ira Walsch, program director.




Drawn for BROADCASTING by Sid Hix

*"Still more applications for FM Stations!"*

# Porter Reaffirms Belief in U. S. Broadcasting and Lists Abuses

CONTINUING what seems to be a concerted drive to clean up the "plug-uglies" and other objectionable matter in radio fare, Paul A. Porter, FCC chairman, in an article in the October issue of *American* magazine reaffirms his belief in the oft-abused "American system of broadcasting" and its inherent qualities while urging the industry to revise its standards.

Opening his article with instances of bad reaction to commercials on the part of acquaintances and writers, Mr. Porter points out that listeners either develop a dead ear to objectionable commercials or worse, not having this faculty, become insensed. He insists on equality of press and radio but refutes "professional radio apologists" in their "misguided analogy" between the two. A reader can reject an advertisement, he declares, in a split second glance whereas the listener cannot so easily turn off his set.

Constructively, Mr. Porter poses two questions. "First: What kind of limitations, if any, should be placed, and by whom, on radio commercials which seem to a large section of the listening public to be too long and repititious, or offensive, silly, and in bad taste? Second: Is broadcasting to become an almost exclusive medium for advertising and entertainment, or will it, in addition, continue to perform public service functions in increasing measure?"

Mr. Porter avows that he doesn't know the answer and his hope is to stimulate public discussion.

Three other questions which naturally follow are posed by Mr. Porter with a subtlety of tenses. "The question of what to do," he writes, "really divides itself into three questions: What can the FCC do? What might Congress do? What should the radio industry itself do?" Backing the action of these groups is the public opinion which Mr. Porter is endeavoring to concert from nebulous grumblings to a moving force.

On the first question, the Chairman holds the disputed power of the "public interest" clause in the Code as the answer. The temptation of stations, he writes, has been to ignore listener's tastes in favor of competition for commercials, but "Certainly I do not begrudge profits or scorn balance sheets" except when "excessive

(*Continued on page 74*)

# Associated Group In First Meeting

### Program Structure, Sales and Promotion Are Discussed

ASSOCIATED BROADCASTING Corp. held its first station affiliate meeting at the network's Grand Rapids, Mich., headquarters Sept. 7-9, with discussion centered on program structure as well as sales and promotional plans.

Officials of Associated affiliates expected to attend include: R. E. Embry, WLEE Richmond, Va., and WITH Baltimore; Howard Johnson, KNAK Salt Lake City; L. W. McDowell, KFOX Long Beach; Helen Mobberly and Ira Walsh, WWDC Washington; Edward Hoffman, WMIN Minneapolis; Roy Albertson, WBNY Buffalo; A. G. Meyer and F. W. Meyer, KMYR Denver; James Hopkins, WJBK Detroit; Myles Johns and Michael Henry, WTMV E. St. Louis; Ken Church, WCKY Cincinnati; W. S. Pote, Fred Randy, Larry Flynn, WMEX Boston; and Jerry Akers, KSAN San Francisco.

Key personnel of Associated has been announced by Leonard A. Versluis, president.

Assisting Mr. Versluis, who owns WLAV Grand Rapids, and was instrumental in forming the Wolverine network, will be Roy C. Kelley as executive vice-president. Mr. Kelley is also president of the Wolverine network and will co-ordinate sales activities of the new network's N. Y., Chicago and Hollywood offices.

Working as personal assistant to Mr. Versluis is Richard F. Connor, vice-president, who formerly was station relations director of Mutual. Mr. Connor will concentrate on network programming, with emphasis on public service features, news, sports and music.

Clayton W. Kunning, vice-president and general manager, is new to radio but has had an extensive banking career in New York and the midwest. Vice-president in charge of station relations is William G. Henderson.

Eastern Division headquarters, located at 1721 Chanin building, New York, is headed by John Whitmore, former news director of Mutual, who will have charge of the network's eastern activities. Sales manager for the New York branch is Ed Pancoast, formerly of WINS New York sales staff.

Midwest division office, at 360 N. Michigan, is headed by John Hopkinson, as sales manager.

West coast operations will be supervised by Van C. Newkirk, vice-president and western division manager, with offices at 3055 Wilshire boulevard, Los Angeles. Mr. Newkirk was formerly program director for Don Lee-Mutual. Western sales manager is Gene W. Lee, former co-owner and manager of KFXM San Bernardino, Calif.

Mary Ellen Ryan, formerly of Don Lee Broadcasting System, is traffic manager and will also handle publicity for the West Coast.



XUM

# Military Delays Surrender Broadcast

## Technical, Censorship Problems Cause Cancellation

OFFICIAL surrender of Japan was brought to the world the night of Sept. 1 when a delayed pool broadcast carried the story of the proceedings aboard the USS *Missouri* in Tokyo Bay.

Original plan for the broadcast called for live pickup from the *Missouri*, which has a 3 kw transmitter used many times for direct broadcast to San Francisco. Because of technical and censorship problems decision was made by the miltary to delay the broadcast an hour-and-a-half, with President Truman picked up live from Washington between signing of the peace document and speches by Gen. MacArthur and Adm. Nimitz.

### Pool Narrators

As the ceremonies took place Merrill Mueller of NBC and Webley Edwards of CBS served as pool narrators. Mueller was chosen from correspondents attached to Gen. MacArthur's staff, Edwards from Adm. Nimitz' staff. Public relations officers made the selections, instead of using the lot-drawing procedure.

Execution of the broadcast setup was under direction of Gen. Diller and Lt. Col. Jack Harris, of MacArthur's staff, and Capt. Fitzhugh Lee and Lt. Monroe of Nimitz' staff. Proceedings took place on the veranda deck of the *Missouri*, with Mueller and Edwards speaking from an anti-aircraft gun mounting, behind and above the Allied signatories and facing the Japanese.

According to Mueller, Comdr. Don Thompson, radio officer for Adm. Nimitz, and Lt. Bruce Dennis, both at Guam, drew plans for transmission facilities. Lt. Munroe, stationed on the communications ship USS *Ancon*, executed the plan. Aiding also were Lt. George Zachary and Lt. Chick Morris, radio officers; Radioman Hank Cavell and Radioman Russell Anderson, of the Navy; Fred Haake, recorder, of Chicago; Radioman Walter Hench and Maj. Untermeyer of the Army.

Two sets of recordings were made, on acetate disc and Armour No. 50 magnetic wire recorders. The discs were sent by a destroyer to Lt. Col. Harris, who had taken over Radio Tokyo's transmitter. The wire recorders were sent via small boat to the *Ancon*, where the wire was rewound on the original recorders.

In all, 17 frequencies were set aside. Signal selected by RCA San

(*Continued on page 79*)

U. S. Marine Corps Photo

**RADIO TRIO** ready to land at Yokosuka Naval Base just off Tokyo are (l to r): George Folster, NBC; Webley Edwards, CBS (who took part in surrender pool broadcast); Larry Tighe, American. They are aboard a troop transport.

# BMB Meeting to Consider Net Plan, Coverage Terms Changes

TWO major proposals will come before the board of directors of Broadcast Measurement Bureau when it holds its regular fall meeting in New York on Friday. One is for the elimination of reporting primary, secondary and tertiary coverage of stations in the BMB reports and confining them to station circulation and percentage of circulation figures. The other is for a network participation plan which would permit networks to become BMB subscribers in order to receive data on network circulation. It is considered likely that both will be adopted by the board.

Suggestion that the primary, secondary and tertiary coverage terms be abandoned was first made last April by a group of Chicago Broadcasters. The arbitrary setting of 50% coverage or better as primary, 25% to 50% as secondary and 10% to 25% as tertiary has evoked much criticism which was ably set forth by D. H. Denenholz of the Katz Agency in an article in the Sept. 3 issue of BROADCASTING.

### Copies Sent Members

D. E. Robinson, vice-president in charge of research of Sherman K. Ellis & Co. and chairman of the BMB board committee on research, last week sent to all BMB board members copies of the letter of the Chicago broadcasters and of Mr. Denenholz's article, together with copies of the resolution unanimously adopted by the BMB technical research committee at its meeting Aug. 29. Resolution points out the committee's conclusion that "the figures of radio families, percentage circulation and station circulation are of transcendent importance" and recommends that the BMB reports be confined to those data "without further stipulation of circulation levels" and that "BMB adopt an official position discouraging the practice of presenting BMB figures in circulation levels."

Technical research committee also endorsed the development of network coverage data by BMB which would enable advertisers and agencies to have the same sort of single-basis information available for network circulations that BMB is already set up to provide for individual stations. Details of the network circulation plan have not been divulged but it presumably entails methods for elimination of duplicate coverage arising from individual family votes for two or more stations affiliated with the same network and for providing the networks with data on affiliates which are not individual subscribers to BMB.

J. Harold Ryan, NAB president and chairman of the BMB board, will preside at the session on Friday, first meeting of the board since May 3. Board will also hear the reports of Mr. Ryan on the actions of the executive committee, of which he is also chairman; Hugh Feltis, BMB president, on organi-

(*Continued on page 80*)

## ALL IN A DAY
### Interference Problem Just Routine Stuff for FCC

ONE OF THOSE problems which either gives you gray hair or makes life very fascinating—depending on how you look at things—faced the FCC last week. It was, to put it mildly, somewhat "complicated". Try and follow us:

KOMA Oklahoma City (1520 on the dial) wanted to move down to 690. The reason: 1520 kc belongs to TGW Guatemala City under international agreement and it was raising hell with the State Dept. because of KOMA interference in its primary coverage area. Besides, KOMA's signal interferes with WKBW Buffalo which operates as a Class I-B station on 1520 kc with 50 kw power and a directional antenna to protect KOMA.

### KGGF Has 690

Now, it so happens that KGGF Coffeyville, Kan., operates on 690 kc and has no desire to change its location. Moreover, it wants to increase its nighttime power to cover a larger area. BUT, the present daytime operation of KGGF interferes with KFEQ St. Joseph, Mo., which has the adjacent frequency of 680 kc, and the present nighttime activities of KGGF interferes with CBF Montreal in violation of international agreement.

SO, here's what the Commission did: It directed that KOMA be issued a 6-months temporary authorization on its present frequency with only 500 w night, thus eliminating interference to the Guatemala station and reducing interference substantially to WKBW. But it left a way open for KOMA by making its denial of change in frequency "without prejudice", so that KOMA may file another application anytime within 12 months "looking toward the permanent solution of the interference problem". It incidentally suggested that "the proper use of the frequency 1520 requires the use of a directional antenna which will protect station TWG Guatemala and station WKBW".

### Solution Helps KFEQ

As for KGGF, the Commission permitted it to stay on 690 kc and will authorize it to move its transmitter to a new site, to install a directional antenna and to operate with 1 kw both day and night (it now uses only 500 w at night). This will substantially reduce interference to KFEQ, adding 50,000 population to its coverage area, and eliminate objectionable interference to CBF Montreal. It will also mean a gain of 125,000 potential listeners for KGGF in the daytime and approximately 33,000 listeners at night.

Ho Hum. Solomon wasn't so terribly smart.

# U. S. Mission Received by Pope Pius

## Pontiff Sees Radio Role In Reuniting World For Peace

*(Special From Vatican City)*

IN AN extraordinary half-hour audience granted the U. S. Broadcast Mission in Europe last Wednesday Pope Pius XII expressed gratitude to America and American radio for spreading the gospel of good and placed upon radio great responsibility for reuniting the world into a community of peaceful nations. His Holiness, speaking in English, personally greeted each member of the mission, then read a prepared statement taking cognizance of radio's influence in molding world opinion and contributing toward restoration of peace. He observed that radio is a force for evil as well as good and expressed hope it never would be used again as an implement of warfare.

"Like every human invention," the Pope said, "the radio can be used as an instrument of evil as well as good. It has been used, it is used, to disseminate calumnies, to mislead simple, uninformed folk, to disrupt peace within nations and between nations.

"This is an abuse of a gift of God, and it is for the responsible directors, as far as possible, to check and eliminate it.

"Let the good accomplished by the radio always outrun the evil, until the evil becomes weary and falls by the wayside. Is that too much to hope for? Certainly it is a noble goal, worthy of men's best efforts, and it is our fervent prayer."

Afterward with the group seated around his desk, the Pontiff talked informally about America and radio. He recalled that in 1936 he visited the United States, traveling coast-to-coast by plane. He asked about the ETO trip and the degree of damage to German cities, recalling his long service in Munich and other German areas.

The Pope stressed the importance of Vatican station operations.

Previously the Rev. Father Filippo Soccozsi, director of the Vatican radio, had taken the group around the 12,000 w transmitter and shortwave station, used on an average of about six hours daily.

### Mission Returns

These are dispatches filed by BROADCASTING's publisher, Sol Taishoff, on the eve of the Broadcasting Mission's departure from Europe. The group was to depart from Paris, scheduled to arrive in the U. S. Saturday.

He said the Vatican needs bigger facilities. Present transmitter was contributed by Marconi 15 years ago.

Following the audience the Pontiff presented each member with two rosaries and blessed them as well as their families, friends and co-workers. He also blessed rosaries and medals brought by individuals. Finally, he thanked America again as the premier nation. He agreed to pose for a picture at his desk with the group, a rare event.

Justice Justin Miller, Mission spokesman, thanked the Pontiff for the audience. Afterward he expressed the gratitude of the group and all the United States for the Pontiff's spiritual guidance. Franklin C. Gowen, secretary to Myron Taylor, ambassador to the Holy See, served as escort. He observed afterward that it was the first audience he had ever witnessed and the Pontiff thanked him for arranging the interesting session with radio friends from America. Audiences seldom last more than a few minutes. Mr. Gowen took the mission through the Vatican, St. Peters and other points.

### VIPS NOTES
**Mission Flew 10,000 Miles In Month's Tour**

*(Special from Rome)*

ALTHOUGH official statistics are lacking, it is estimated the U. S. Broadcast Mission flew 10,000 miles in 75 hours during the month ETO tour. Clair McCullough, of Mason-Dixon Network, is official recorder. He is preparing final compilations.

* * *

Another Mission record was stairclimbing. Elevators are rare in Europe. Missioners climbed up and down staircases everywhere. It was hard on the legs but good on the waistline, with the result that few picked up weight despite voracious appetites and excellent food and wines.

In addition to 10,000 miles of air travel, the Mission went 1,500 by auto in special trips and travel to and from airports. In all the group made 20 plane landings. Ten countries and 33 cities or towns were covered by plane and auto.

* * *

Informal proposal by Col. Kirby to the escorting officer that the Vat-

*(Continued on page 78)*

## Lance Will Arrange U. S. Program Exchange

*(Special From Paris)*

ROBERT LANCE, director of North American program services, Radio Diffusion Francaise, will visit the United States in November for a month or six weeks to establish program exchange arrangements, perhaps install studios in New York and hire American commentators for French overseas service from Paris headquarters. Relays are planned by shortwave and transcription, with possible adoption of American program methods. NAB President-designate Miller promised cooperation at an informal conference in Paris Thursday.

# Italy Wants to Boost Commercial Radio

## Costs $10 a Minute To Run Station In Italy

*(Special From Rome)*

Italy continues to operate a commercial broadcasting system but the nation's economic plight, with nothing to sell, has resulted in a lame structure with only two hours weekly sold on national networks. American Expeditionary Forces stations boast large Italian audiences.

Inspection by the U. S. Mission of Radio Roma and interviews with heads of networks revealed anxiety to boost commercial operation and improve programming. With Italy's industry virtually at a standstill few companies can afford advertising. Radio and press are relatively free in Italy in contrast to other European nations.

**Deficit of 600 Lira Minute**

It costs 1,000 lira per minute ($10) to operate Italian radio. The system realizes only 400 lira resulting in a deficit of 600 lira per minute. This includes set license fees as well as sale of time. In 1943 there were 1,860,000 receivers in Italy, half in Rome. Now it is estimated 40% are nonoperative due to scarcity of parts.

Italy has two networks, one keyed from Rome to a dozen southern stations, the other from Milan to northern stations. Whereas before the war there was a single network, now two structures are operated with different names. Schism exists and probably won't be healed until new elections.

Moreover Italy lost out on allocations but will make a strong bid for clear-channel facilities when European nations meet in London at the end of September to evolve new allocations. Mystery surrounds the conference called by the BBC. Radio Roma now operates 1,000 w but is installing a 100,000 w transmitter. It hasn't obtained steel for a new antenna, however. Station operates on 695 kc with a shortwave adjunct. Longwave station is suffering serious interference from an adjacent channel on which Radio Andorra and a Polish station operate.

**U. S. Mission has found Radio Roma in the strange predicament of desiring to boost commercial operations—with nothing to sell. As Italian industry is at a standstill, only two hours weekly are now sold on the national networks. Broadcasters also understand that 75% of the civilian audience tunes in to American and British troop stations, in preference to their own.**

Under Italian law stations can sell 10% of their time but not sponsor news. That practice developed under Mussolini and the notorious Virginio Gayda, the Duce's propaganda minister. Time then was sold only by Fascists. The law holds time open to all qualified companies. Present sponsors include companies which buy four quarter-hour programs and two half-hour programs on the southern network as well as local 30-second spots. Sponsors are mainly food companies and expensive restaurants. No information is available in Rome on commercial operations of the northern network.

Radio Roma has a staff of 750, most of whom are said to be holdovers from the old regime with top personages under Mussolini removed. In the North sweeping changes are said to have been made. Chairman of Italy's radio board, Armando Rossini, attorney, has been in the post three months. Director of programs is Maestro Razzi, who preceded Rossini as chairman. Before the war the Italian system was known as EIAR but separated operations are now known as RAI which means Radio Audizioni Italiane for the South and RI or Radio d'Italia for the North.

**Industry at Standstill**

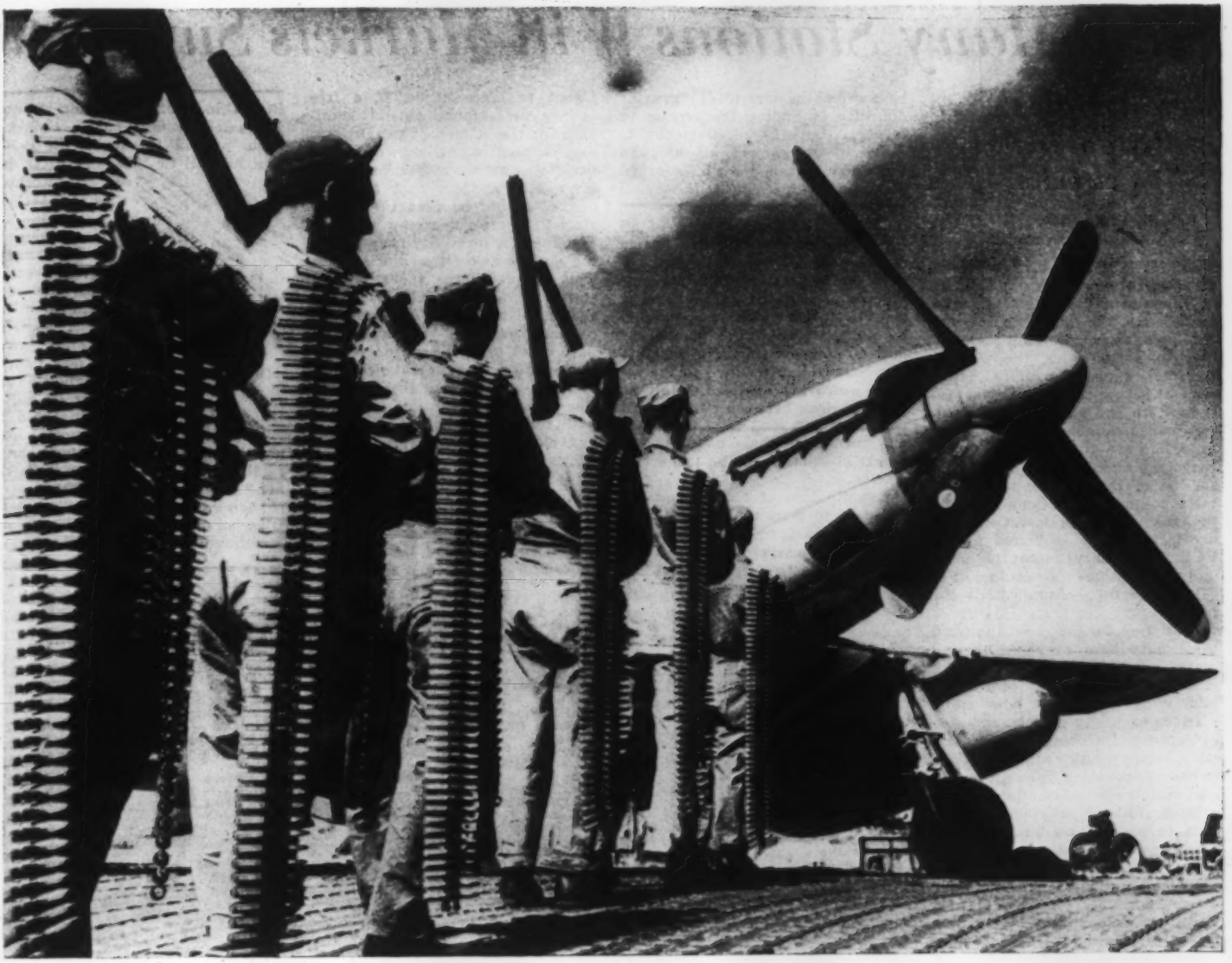
Italian industry is at a standstill because Nazis stripped the country of almost all machinery. Stations and networks also were practically dismantled but Italians smuggled new tubes and other parts to restore minimum service, with Allied help.

Although time is sold, actual operating companies are government controlled through a holding company. Board of 12 is responsible to corporation stockholders but control is held by the government. No competition exists since the government has one station per city. However American and British maintain stations for soldiers in all important cities. It is claimed in Rome that the U. S. Army station has 75% of the civilian audience because the public likes our light music. It is admitted some Italian programs are

*(Continued on page 78)*



XUM



# Feed line

It takes just one 50 calibre machine gun on a P-51 Mustang Fighter to eat up all those bullets during one flight. The plane has six guns, so figure out for yourself how many slugs are tossed at an enemy plane. It would take 36 Air Force Armorers to carry all the ammunition.

Firepower. That's the stuff that wins wars. And it takes the same kind of power to sell goods.

If you've got something to sell in Baltimore, Maryland . . . W-I-T-H, the radio station, can and does deliver the "power" of more listeners for the lowest cost of any station in town.

Most time buyers know this . . . so this is just a reminder that W-I-T-H, the successful independent, is your safe bet in Baltimore.

And remember . . . Baltimore is the sixth largest city in the U. S. A.

W·I·T·H

BALTIMORE, MD.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

# How Many Stations Will Markets Support?

## Retail Sales Are Proposed as Criterion

By DR. VICTOR J. ANDREW
Andrew Co., Chicago

THE NUMBER of broadcast stations operating now in any one city is fundamentally limited by two factors. In the larger cities, the available frequencies limit the number. In small cities, the possible financial support usually determines whether there shall be a station. With the additional frequencies made available by FM, we may expect to see the economic factor becoming increasingly important. (A list of the possible number of metropolitan FM stations for cities in Area 1 where AM stations now are located may be found in the FCC preliminary report on rules and regulations governing FM [BROADCASTING, Aug. 27].—Ed. note.)

Statistics in the accompanying table have been prepared for all major cities of the United States in an attempt to find from broad underlying principles how many stations each city may be expected to support. Important local variations between cities and variations in cost of operating different broadcast stations have been disregarded in order to have sufficiently simple data to permit broad comparisons between various cities. Anyone concerned with a problem in an individual city ordinarily has available much more local information regarding the city than basic comparative information such as is presented here.

The first requirement is to find a yardstick to measure the ability of a city to support broadcast stations. The measure chosen is the retail sales of the city. The retail sales estimate for 1944, as published in the May 15, 1945 issue of *Sales Management* has been used.

The next step is to determine the amount of retail sales in dollars which is necessary to support one station. This has been done by analysis of the number of stations now existing. Thus the data presented has no absolute significance. It serves simply as a comparison between different cities.

The method of making the calculations is as follows. All cities containing one station were listed. This list of 464 cities is found to contain an equal number of cities with more and with less than 15 million dollars of retail sales per year. It is therefore assumed that the normal city supporting one station is a city with 15 million dollars of retail sales. Similarly, a normal of 65 million is found for supporting two stations, etc.

It is noticed that the retail sales increase much more rapidly than the number of stations. This may be ascribed in part to (1) greater difficulty in finding frequencies in larger cities. (2) more money is required to support an average large city station than an average small city station. (3) the small city station does have a poorer economic position than the large city station.

**THE NUMBER of stations of all types it is economically feasible to establish is determined by Dr. Andrew on the basis of the retail sales volume of each city. The ratio of sales to station support is estimated by an analysis of the number of outlets now existing. No absolute significance is attributed to the results which are intended simply as a comparison between cities.**

Examination of the accompanying data to determine which cities may support additional stations reveals that many of those which appear attractive are suburbs adjacent to large cities. If a frequency can be found which is available for the suburb, it usually can also be used in the large city. The greater economic attraction of the large city dictates that the frequency should be used there. The statistics here given may not indicate that the large city can support the station as well as the suburb. This is due to the fact that our standard for "support" varies with the size of the cities. The data here presented can be used only to compare cities of similar size. No statistics are needed to make comparisons between large and small cities. The economic advantage is always with the large city.

A closer examination of the statistics reveals that if a city has one less than the normal number of stations, those stations are in the top 20% of all stations in similar cities. If a city has one more than the normal number of stations, these are in the bottom 20%.

**BORN** in 1902, Dr. Andrew was graduated from Wooster College, Ohio, with a BS degree in 1926, won his MS in 1928 and Ph.D. in 1932. He worked with Prof. Arthur H. Compton at the U of Chicago on the cosmic ray and x-ray, accompanying him on an expedition to Pikes Peak in 1932. That same year he joined Westinghouse as engineer on radio transmitters. There he invented a type of filament construction in use now in high voltage rectifier tubes. In 1935 he joined Doolittle & Falknor Co., Chicago, as chief engineer, founding his own company, specializing in antenna engineering and manufacturing, the following year.

Dr. Andrew

| City | Retail Sales (in millions)* | Normal Number of Broadcast Stations | Present Number Stations † of Broadcast |
|---|---|---|---|
| **ALABAMA** | | | |
| Anniston | 19 | 1 | 1 |
| Bessemer | 13 | 1 | 1 |
| Birmingham | 196 | 4 | 3 |
| Decatur | 12 | 1 | 1 |
| Dothan | 12 | 1 | 1 |
| Florence | 11 | 1 | 0 |
| Gadsden | 24 | 1 | 1 |
| Huntsville | 16 | 1 | 1 |
| Mobile | 95 | 3 | 2 |
| Montgomery | 50 | 2 | 2 |
| Muscle Shoals | ? | 0 | 1 |
| Opelika | ? | 0 | 1 |
| Selma | 13 | 1 | 1 |
| Sylacauga | ? | 0 | 1 |
| Tuscaloosa | 20 | 1 | 1 |
| **ARIZONA** | | | |
| Globe | ? | 0 | 1 |
| Lowell | ? | 0 | 1 |
| Phoenix | 109 | 3 | 3 |
| Prescott | 8 | 1 | 1 |
| Safford | ? | 0 | 1 |
| Tucson | 52 | 2 | 2 |
| Yuma | 6 | 1 | 1 |
| **ARKANSAS** | | | |
| Blytheville | 13 | 1 | 1 |
| El Dorado | 17 | 1 | 1 |
| Fort Smith | 34 | 2 | 1 |
| Helena | 9 | 1 | 1 |
| Hot Springs | 19 | 1 | 2 |
| Jonesboro | 10 | 1 | 1 |
| Little Rock | 78 | 2 | 3 |
| North Little Rock | 14 | 1 | 0 |
| Pine Bluff | 20 | 1 | 1 |
| Siloam Springs | ? | 0 | 1 |
| Texarkana | 13 | 1 | 0 |
| **CALIFORNIA** | | | |
| Alameda | 19 | 1 | 0 |
| Alhambra | 40 | 2 | 0 |
| Anaheim | 11 | 1 | 0 |
| Bakersfield | 69 | 2 | 2 |
| Belvedere | 11 | 1 | 0 |
| Berkeley | 76 | 2 | 1 |
| Beverly Hills | 63 | 2 | 0 |
| Brawley | 11 | 1 | 0 |
| Burbank | 22 | 1 | 0 |
| Burlingame | 23 | 1 | 0 |
| Chico | 19 | 1 | 1 |
| Compton | 18 | 1 | 0 |
| Culver City | 12 | 1 | 0 |
| El Centro | 18 | 1 | 1 |
| Eureka | 23 | 1 | 1 |
| Fresno | 100 | 3 | 3 |
| Glendale | 88 | 2 | 1 |
| Hanford | 14 | 1 | 0 |
| Hayward | 17 | 1 | 0 |
| Huntington Park | 45 | 2 | 0 |
| Inglewood | 26 | 1 | 0 |
| Lodi | 14 | 1 | 0 |
| Long Beach | 234 | 4 | 2 |
| Los Angeles | 1434 | 10 | 11 |
| Marysville | 21 | 1 | 1 |
| Merced | 19 | 1 | 1 |
| Modesto | 39 | 2 | 1 |
| Monrovia | 11 | 1 | 0 |
| Monterey | 15 | 1 | 1 |
| Napa | 17 | 1 | 0 |
| Oakland | 405 | 5 | 3 |
| Ontario | 14 | 1 | 0 |
| Palo Alto | 23 | 1 | 0 |
| Pasadena | 88 | 2 | 2 |
| Petaluma | 21 | 1 | 0 |
| Pomona | 26 | 1 | 0 |
| Porterville | 13 | 1 | 0 |
| Redding | 21 | 1 | 1 |
| Redlands | 12 | 1 | 0 |
| Redwood City | 14 | 1 | 0 |
| Richmond | 39 | 2 | 0 |
| Riverside | 34 | 2 | 1 |
| Sacramento | 110 | 3 | 4 |
| Salinas | 28 | 1 | 0 |
| San Bernardino | 46 | 2 | 1 |
| San Buenaventura | 22 | 1 | 0 |
| San Diego | 311 | 5 | 3 |
| San Fernando | 12 | 1 | 0 |
| San Francisco | 590 | 6 | 7 |
| San Jose | 94 | 3 | 1 |
| San Luis Obispo | 15 | 1 | 1 |
| San Mateo | 16 | 1 | 0 |
| San Rafael | 19 | 1 | 0 |
| Santa Ana | 42 | 2 | 1 |
| Santa Barbara | 39 | 2 | 2 |
| Santa Cruz | 22 | 1 | 0 |
| Santa Maria | 13 | 1 | 0 |
| Santa Monica | 60 | 2 | 0 |
| Santa Rosa | 26 | 1 | 1 |
| South Gate | 15 | 1 | 0 |
| Stockton | 61 | 2 | 2 |
| Tulare | 14 | 1 | 0 |
| Turlock | 10 | 1 | 0 |
| Vallejo | 24 | 1 | 0 |
| Visalia | 17 | 1 | 1 |
| Watsonville | 15 | 1 | 1 |
| Whittier | 18 | 1 | 0 |
| Woodland | 11 | 1 | 0 |
| **COLORADO** | | | |
| Alamosa | 6 | 1 | 1 |
| Colorado Springs | 36 | 2 | 1 |
| Denver | 290 | 4 | 5 |
| Durango | 6 | 1 | 1 |
| Fort Collins | 11 | 1 | 0 |
| Grand Junction | 14 | 1 | 1 |
| Greeley | 13 | 1 | 1 |
| La Junta | ? | 0 | 1 |
| Pueblo | 32 | 1 | 1 |
| Sterling | 7 | 1 | 1 |
| **CONNECTICUT** | | | |
| Ansonia | 13 | 1 | 0 |
| Bridgeport | 150 | 3 | 2 |
| Bristol | 20 | 1 | 0 |
| Danbury | 31 | 1 | 0 |
| Greenwich | 35 | 2 | 0 |
| Hartford | 238 | 4 | 4 |
| Manchester | 19 | 1 | 0 |
| Meriden | 33 | 2 | 0 |
| Middletown | 23 | 1 | 0 |
| New Britain | 51 | 2 | 0 |
| New Haven | 161 | 3 | 2 |
| New London | 38 | 2 | 1 |
| Norwalk | 39 | 2 | 0 |
| Norwich | 29 | 1 | 0 |
| Stamford | 56 | 2 | 1 |
| Torrington | 21 | 1 | 0 |
| Waterbury | 82 | 2 | 2 |
| Willimantic | 15 | 1 | 0 |
| **DELAWARE** | | | |
| Dover | 14 | 1 | 0 |
| Wilmington | 136 | 3 | 2 |
| **DISTRICT OF COLUMBIA** | | | |
| Washington | 805 | 8 | 6 |
| **FLORIDA** | | | |
| Daytona Beach | 18 | 1 | 1 |
| Fort Lauderdale | 16 | 1 | 0 |
| Fort Myers | 8 | 1 | 1 |
| Gainesville | 11 | 1 | 1 |
| Jacksonville | 107 | 3 | 4 |
| Lakeland | 17 | 1 | 1 |
| Miami | 160 | 3 | 3 |
| Miami Beach | 31 | 1 | 1 |
| Ocala | 10 | 1 | 1 |
| Orlando | 41 | 2 | 2 |
| Palm Beach | ? | 0 | 1 |
| Panama City | 16 | 1 | 1 |
| Pensacola | 32 | 1 | 1 |
| St. Augustine | 8 | 1 | 1 |
| St. Petersburg | 51 | 2 | 2 |
| Sarasota | 11 | 1 | 1 |
| Tallahassee | 13 | 1 | 1 |
| Tampa | 78 | 2 | 2 |
| West Palm Beach | 34 | 2 | 1 |
| **GEORGIA** | | | |
| Albany | 15 | 1 | 2 |
| Athens | 17 | 1 | 1 |
| Atlanta | 284 | 4 | 4 |
| Augusta | 38 | 2 | 2 |
| Brunswick | 9 | 1 | 1 |
| Cedartown | ? | 0 | 1 |
| Columbus | 40 | 2 | 2 |
| Cordele | 7 | 1 | 1 |
| Dalton | 9 | 1 | 1 |
| Dublin | ? | 0 | 1 |
| Gainesville | 11 | 1 | 1 |
| Griffin | 11 | 1 | 1 |
| La Grange | 11 | 1 | 1 |
| Macon | 49 | 2 | 3 |
| Moultrie | 7 | 1 | 1 |
| Rome | 21 | 1 | 1 |
| Savannah | 72 | 2 | 2 |
| Thomasville | 8 | 1 | 1 |
| Toccoa | ? | 0 | 1 |
| Valdosta | 11 | 1 | 1 |
| Waycross | 13 | 1 | 1 |
| West Point | 7 | 1 | 1 |
| **IDAHO** | | | |
| Boise | 41 | 2 | 1 |
| Idaho Falls | 17 | 1 | 1 |
| Lewiston | 14 | 1 | 1 |
| Nampa | 11 | 1 | 1 |
| Pocatello | 18 | 1 | 1 |
| Twin Falls | 17 | 1 | 1 |
| Wallace | ? | 0 | 1 |
| **ILLINOIS** | | | |
| Alton | 22 | 1 | 0 |
| Aurora | 32 | 1 | 1 |
| Belleville | 17 | 1 | 0 |
| Berwyn | 17 | 1 | 0 |
| Bloomington | 28 | 1 | 1 |
| Blue Island | 10 | 1 | 0 |
| Cairo | 7 | 1 | 1 |
| Carthage | ? | 0 | 1 |
| Centralia | 14 | 1 | 0 |
| Champaign | 28 | 1 | 1 |
| Chicago | 2393 | 13 | 14 |
| Chicago Heights | 12 | 1 | 0 |
| Cicero | 24 | 1 | 1 |
| Danville | 27 | 1 | 1 |
| Decatur | 45 | 2 | 1 |
| East St. Louis | 47 | 2 | 1 |
| Elgin | 25 | 1 | 0 |
| Evanston | 57 | 2 | 0 |
| Freeport | 17 | 1 | 0 |
| Galesburg | 20 | 1 | 1 |
| Granite City | 11 | 1 | 0 |
| Harrisburg | 8 | 1 | 1 |
| Herrin | ? | 0 | 1 |
| Jacksonville | 14 | 1 | 1 |
| Joliet | 35 | 2 | 1 |
| Kankakee | 21 | 1 | 0 |

(*Continued on page 64*)



XUM

# ALL NEWS IS GOOD NEWS ON *WCOP*

***WCOP***, as the Boston Cowles Station, puts special emphasis on *good news*. That means complete news and frequent news, smartly edited for radio alone.

***WCOP*** news is complete in content. It's the only station in Boston with all three wire services — INS, UP and AP. WCOP gets all scoops, with a triple check on all questions, and a minimum of repetition.

***WCOP*** news is complete in treatment. Five crack radio newsmen, headed by Ron Cochran, operate for WCOP one of the best equipped radio newsrooms in New England. Scripts are thoroughly edited *radio-wise*.

***WCOP*** news is frequent. 12 newscasts every weekday and 5 on Sunday are making WCOP a news tradition in Boston.

***WCOP*** local news is backed by top American news commentators and a tie-up with the world-famous CHRISTIAN SCIENCE MONITOR.

***WCOP*** has a few choice news availabilities for sponsorship. Carefully presented news gets careful listenership — and so do adjoining commercials.

**SPECIAL AVAILABILITY NOW:** Daily 10-minute program direct from offices of CHRISTIAN SCIENCE MONITOR. Ten minutes of news and commentary by noted Monitor Staff member, followed by a WCOP local five-minute news period. May be sponsored complete, or each section is available separately.

**FOR RATES AND FULL INFORMATION** on this period and all other newscasts, see any Katz Office, or get in touch with Norbert O'Brien, Commercial Manager, Station WCOP, Boston.

**WCOP Boston**

A **Cowles** Station
Exclusive American Broadcasting Company
Outlet in Boston

## KMBC SEEKS STORY OF RADIO'S SERVICE

PERMANENT historical record of broadcasting's early days is planned by KMBC Kansas City, according to E. P. J. Shurick, promotion, press relations and merchandising director. Material will be obtained from reports submitted by broadcasters. All stations have now been asked to contribute outstanding examples of public service.

Information already received from 125 broadcasters has been mimeographed by KMBC, with broadcasters invited to comment. From additional material KMBC hopes to compile a reference manual which tells the complete story "of the most compelling force in our way of life during the past quarter-century—American Broadcasting."

## European Nations Girding for Struggle Of Superpower Broadcasting Stations

*(Special From Luxembourg, Delayed)*

A BATTLE of radio goliaths already is taking shape in Europe, with superpower stations in the standard broadcast band either on the air or in the blueprint stage.

Only lack of equipment has delayed the start of what may become an angry conflict among European nations to dominate the political and social thought of Europe. Britain and Russia at present have the loudest radio voices, but all nations, large and small, aspire to be heard and have or are prepared to order transmitters of 100,000 to 800,000 w (the U. S. maximum is 50,000 w).

When the war began six years ago broadcast allocations agreed to at the Lucerne Conference in 1933 were jettisoned. England, Germany and Russia preempted the frequencies of smaller sovereign nations and loaded them with power and beamed signals.

Radio Luxembourg, turned over to SHAEF by the Grand Duchy and since VE Day operated by the Army's Information Control Division, successor to Psychological Warfare Division, shifted frequency to 232 kc, a longwave clear channel otherwise assigned. It uses power of 135,000 to 150,000 w.

But while Radio Lux is a powerful station and is America's official voice, it is a midget in contrast to the outputs of British and Russian stations. Best information is that the BBC station at Drotwich uses 800,000 w, while at Moscow a 750,000 w station is reported operating on 620 kc. That frequency is allocated to Radio Brussels, which is operating a 15,000-watter on it, but proposes to install a 100,000 w station on that channel and a second 100,000-watter for 932 kc as soon as it can get the equipment.

Stockholm is said to be about ready to begin operation of a 750,000 w station in the longwave band, while Radio France is known to be planning at least one 400,000-watter.

BBC, which more and more dominates the continental radio scene, already has urged prompt holding of a conference of European nations to settle allocations. While FM and television are being considered, the longwaves which can use superpower are the most coveted.

Whether the United States will remain in the European radio picture indefinitely is uncertain. OWI for weeks had been trying to enter an agreement with the Grand Duchy for continued operation of Radio Luxembourg, but under civil rather than military auspices. This was prior to transfer of OWI functions to the State Dept. The station, formerly operated by a commercial syndicate with signals beamed to Great Britain, much to BBC's chagrin, soon will be relinquished by the Army's ICD. Plans already are under way to move the operations close to the American headquarters at Frankfort.

**Nazi Portable Outfit**

A 100,000 w Nazi transmitter installed in a series of railroad cars, complete with studios, has been captured and now is near Frankfort. As soon as adequate housing facilities are provided, the station will begin operation as the successor to Radio Luxembourg, as far as the Army is concerned. Lt. Col. Samuel R. Rosenbaum, now commanding Radio Luxembourg, has already finished blueprinting the new operation.

Even if the United States does not take over Radio Luxembourg on a leasehold basis, there is the possibility that arrangements will be made with some other smaller sovereignty or republic for broadcasting rights. Longwaves to supplement the shortwave transmissions are regarded as highly desirable at this stage.

### Credit Line

LUXEMBOURG — "When surrendering, please mention the station to which you are listening." That was the credit line the staff of Radio Luxembourg proposed to Lt. Col. Samuel R. Rosenbaum, former head of WFIL Philadelphia, commanding officer of the SHAEF station prior to V-E Day. While never used on the air, many of the surrendering krauts said they followed the station's advice.


# THE VICTORY LOAN

**October 29-December 8**

**For radio's *last* great drive effort, the Victory Loan, the Treasury is now preparing a group of transcribed programs which will be the finest ever offered the broadcast industry: *New* Treasury Salutes • Hedda Hopper's Diary • *New* Music for Millions • Sing for Victory • Sports Personalities. ALSO: 9 Packets of live announcements. NEW SONGS • NEW STORIES • NEW MATERIAL FOR EVERYTHING FROM STATION BREAKS TO FULL PROGRAMS. And *ALL* available for local sponsorship!**

**Full details soon by mail from Radio Section, War Finance Division**

**This space donated to the U. S. Treasury by station WBIG, Greensboro, North Carolina.**




XUM

# Well Placed

**A well placed pass, straight to the receiver, is like a well placed advertisement. Both bring results.**

Advertising is Well Placed on WSPD—the 5,000 watt, NBC station which covers the rich Northwestern Ohio-Southern Michigan area—the home of one and one-half million prosperous prospects.

**WSPD**
TOLEDO, OHIO
5,000 WATTS
A FORT INDUSTRY STATION

IF IT'S A FORT INDUSTRY STATION
*YOU CAN BANK ON IT*

*Just Ask Katz*

# Daily Serials—Listened to and Liked

## Columbus Women Tell WBNS When and Why They Tune In

By HELEN R. BITTERMAN

WBNS Columbus Sales Representative

IS THE American woman who listens to "soap opera" neurotic? No —if we may judge from a thousand women in Columbus, O.

Between October 1944, and May 1945, I talked to 1,023 women in groups of from 17 to 150. More important, they talked back. They were all women whose husbands earned more than $2,000. All had been at least to high school and many had been to college. Except for seventeen, they were all housewives. And over four-fifths of them listened to "soap operas"—and liked them.

The first group I talked to, a neighborhood group in the university district, started out by denying stoutly that they ever listened. But little by little, by asking questions about the plots of the 22 serials WBNS was carrying at the time, answers began to come. As soon as the women saw that their neighbors — perfectly respectable women—would stoop to listen to a "soap opera", they all broke down and "confessed".

I asked six questions of each group. And here are the results along with the questions:

"Do you listen to daytime serials?"

Out of 1,023 women, 939 did listen. The remaining 84 did not. Of the 84, 17 were professional women who were not at home during the day. The remaining 67 did not listen to serials at all. I asked these 67 what they did listen to during the day, Three didn't listen to the radio until their husbands came home in the evening. Sixty-four liked music. Thirty-four of the music lovers had small children in the home.

### Asked Why

"Why do you listen to daytime serials?"

They listen to the radio for company. By 9 o'clock in the morning, the house is empty. Mother has had time for a second cup of coffee and a glance at the morning newspaper. And then it is time for *Valiant Lady*, or its equivalent on another network.

Many women said they had portable radios which they carried about with them as they went.

**ACCORDING to this sampling of Columbus women of the upper income and intellectual bracket, the "soap opera" listener is not a neurotic indulging in emotional escape from frustration but is just employing a substitute for normal human companionship not available at that time of day.**

Others admitted frankly that they turned the radio up as loud as it would go so as to reach them as they worked. Only 29 of the women said that they would come down to the radio to listen every day to a particular serial, and then turn the radio off and go about their jobs. Nine hundred and ten of them listen to the serials, one after another, in the morning hours.

The afternoon serials were a different story.

### Stay Home to Listen?

"Do you stay at home to listen to the radio instead of going about your social activities during the day?"

Only two women of the 1,023 said that they'd stay home, say, from the movies, or a shopping trip, to listen to an afternoon serial.

In other words, listening to radio is part of a regular pattern of daytime activity. The housework is over, say, by 1:30 p.m. And until 5 p.m., the Columbus housewife in the upper brackets is out marketing, or shopping, or calling, or going to the movies. At 5 p.m. she returns to get dinner—and on goes the radio again.

This pattern of listening is not confined to the 1,023 housewives I talked to. The WBNS Hooper ratings confirm it. There is a level of listening audience sustained from 9 a.m. to 11 a.m. At that time and until 1:30 p.m.—in other words, during the lunch period—the peak of daytime is reached. The level of listening then sinks gradually. At 5 p.m. it again climbs upward to the evening listening levels. The pattern of radio listening depends a great deal on the general pattern of household activity.

### Substitute for Company

This is a very different thing from using radio as an emotional escape from frustration. It is simply a substitution of one kind of human companionship for another.

"Would you prefer music to a daytime serial while doing your housework?"

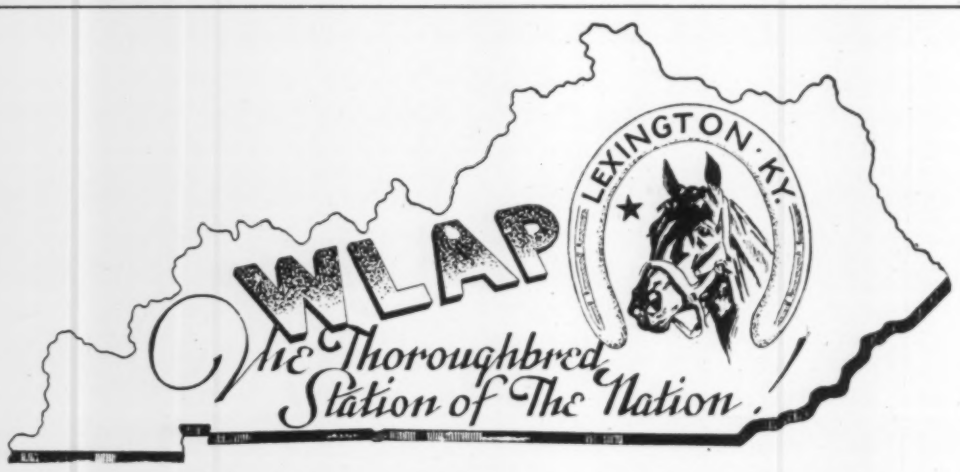
Only 64 out of the 1,023 women (6%) said they would. Of these, 34 had small children.

"Why do you prefer a daytime serial to music?"

It was hard to get the women to explain this preference. If there is any one reason, it is that they like to listen to stories, which carry interest over from day to day, rather than to music.

"What kind of a daytime pro-

(*Continued on page 72*)


*Only WLAP fully and exclusively serves the rich Bluegrass*

**1944 Retail Sales in WLAP primary counties amounted to $128,687,000 and the Effective Buying Income in these same counties ran $234,072,000. 235,638 people live in WLAP's primary coverage area. WLAP covers this sales responsive audience in a dominant fashion at low cost.**

**. . . KENTUCKY'S 2ND MARKET. . .**

NUNN STATIONS
WLAP
Lexington, Ky.
WBIR
Knoxville, Tenn.
WCMI
Ashland, Ky.
*Studios:*
Huntington, W. Va.
KFDA
Amarillo, Tex.

*Lexington, Kentucky*

WLAP
A NUNN STATION

J. E. Willis, Manager

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

**Perfect timing learned in war will be carried into sales work by many a returning veteran. And when it comes to radio time, time buyers from coast-to-coast know that Weed & Company men are ready with complete data on top-notch availabilities.**

**With time their full-time business, Weed men are ready but not waiting. They are on the alert for new budgets seeking placement, and they help time buyers place them properly. The better stations, nationally represented by Weed & Company, know that "time will sell."**

# WEED AND COMPANY

## RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD

## *CHUM, IN TORONTO, ON AIR IN OCTOBER*

CHUM Toronto is expected to be on the air sometime in October, according to managing director Al Leary, formerly manager of CKCL Toronto. The station is one of the first in Canada to obtain its 1 kw equipment since lifting of the equipment freeze in the Dominion on Aug. 24. Northern Electric equipment is being used throughout. Transmitter is located on a 40-acre farm northeast of Toronto, and studios in the penthouse of the Hermant Bldg., Toronto.

Chief engineer is Aurel Boisvert, formerly of CKAC Montreal. A number of returned servicemen are on the staff including Sgt. Dick MacDougall, formerly of CKCL and CFRB Toronto, and Dunc Chisholm, RCAF, formerly heard on the Canadian Marconi Sunday network show *L for Lanky*. The station will have a large local news department.

### Touch of Home

STEALING a leaf from WIP Philadelphia in an attempt to induce nostalgia in our servicemen, Tokyo Rose, some returning GI's inform, used to play the musical number "Bluebird of Happiness" at the same time it is customarily heard on the WIP *Dawn Patrol*. The station, incidentally, some time ago thought the song had outlived its usefulness and tried to take it off the air. The clamor was so great it had to be returned and still is played three times each morning.

Because of Al Leary's popularity it is understood that member stations of the Western Assn. of Broadcasters are recording a feature program for use on the opening ceremonies of CHUM.

### Praise for KTUC

EFFORTS of a 250 w station to promote traffic safety have been singled out for praise by CBS in its "Listen" advertisement appearing in the *Atlantic Monthly*. The station, KTUC Tucson, Ariz., conducted a safety campaign for Pima County's bike-riders, found only four bikes out of 143 in acceptable condition, and awarded War Stamps to proud owners. Earlier, KTUC set up a brake-testing station outside its studio, inspected 23,958 cars. Of these 1,888 had faulty brakes, with 1,400 getting immediate attention. Pima County police and highway patrol officials cited the station's civic enterprise. CBS called it further proof that small stations have greater power than wattage in their listening area.

---

RAY INMAN, art director of Prairie Farmer and WLS Chicago, has resigned to become head of the art department for Burton Browne Adv., Chicago.

BEAUMONT HAS MONEY TO SPEND . . . NOW! -- LATER!
RICE
In money, RICE means over 2½ million dollars annual intake in KFDM's area. This is another important segment in KFDM's 585 million dollar effective buying income market. And by using KFDM, you can really get results from this rich market.
BEAUMONT, TEXAS
KFDM
BEAUMONT, TEXAS
BLUE NETWORK, 560 K. C., 1,000 WATTS
SERVING THE *MAGNETIZED SABINE AREA
*Magnetized . . . drawing people and industries from other sections!
AFFILIATED WITH AMERICAN BROADCASTING CO., INC.
AND
TAYLOR-HOWE-SNOWDEN
Radio Sales


### WIRE RECORDERS
**Postwar Models May Find Wide Range of Uses**

WITHIN a year present and future licensees of the Wire Recorder Development Corp. will be producing radio recorders for use in the home and industry, according to an article by Paul D. Hermann in the *Illinois Tech Engineer and Alumnus*. He predicts that the wire recorder will become an attractive and relatively inexpensive fixture and that professional recordings on wire, including vocal and instrumental music, lectures, extension courses and books, will be made available.

Simplicity of operation will make it easy even for a child to use the device, Mr. Hermann believes, for recording and replaying favorite radio programs. Equipped with a timing mechanism, the recorder could be set to start automatically at a given time and to shut off at the conclusion of a program without an operator being present, he points out.

**Value to Broadcaster**

For the broadcaster, Mr. Hermann sees great potentialities for the recorder for on-the-spot descriptions of news events, shortened and edited on wire to fit any allotted program period. Such recordings "would enliven radio news broadcasts and rebroadcast of special events could be carried out more simply and economically", he asserts.

In the field of education, he visualizes the use of the wire recorder for complete courses in history or languages for either home study or tutoring. The device could also be used to record any number of educational features, either for direct broadcast or for distribution to schools and colleges.

Among the various designs considered for use of the Armour Magnetic Wire Sound Recorder, according to Mr. Hermann, is a pocket model upon which experimental work is now in progress. This unit is only 1¾" x 4" and weighs about three pounds. It can record for 66 minutes at a wire speed of 1¼ ft. per second but at present requires transfer of the spool to a larger model for reproduction.

In this model, Mr. Hermann believes, "both professionals and amateurs alike may find a device which will open up an entirely new field of candid reporting, comparable to the candid camera fad which raged a few years back. Capable of recording any conversation, either with or without the speaker's knowledge, such a model might revolutionize the entire field of reporting."

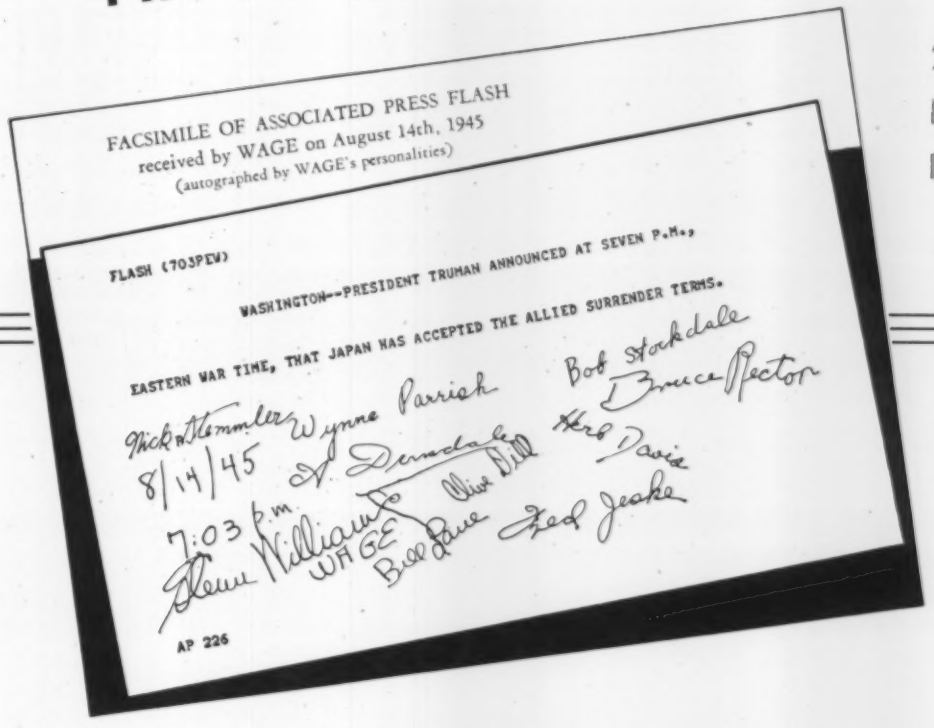
---

### Pa. Stations Lauded

STATIONS in Pennsylvania have been praised by G. Ruhland Rebmann Jr., State chairman of the State War Finance Committee, for their role in helping the State achieve second rank in Bond and Stamp purchases.

# WAGE...

## SCORES BIGGEST MAIL PULL IN THE HISTORY OF SYRACUSE RADIO


FACSIMILE OF ASSOCIATED PRESS FLASH
received by WAGE on August 14th, 1945
(autographed by WAGE's personalities)
FLASH (703PEW)
WASHINGTON--PRESIDENT TRUMAN ANNOUNCED AT SEVEN P.M.,
EASTERN WAR TIME, THAT JAPAN HAS ACCEPTED THE ALLIED SURRENDER TERMS.
8/14/45
7:03 p.m.
AP 226

**25,060 MAIL REQUESTS IN FOUR-DAY TEST**

Central New York listeners have given WAGE another "First," and further solid proof of WAGE's unequalled influence in the Syracuse market.

The souvenir pictured on this page was offered for four days only (August 15, 16, 17 and 18) and on *local programs only*. No network adjacencies were used. *25,060 pieces of mail arrived in the first seven days. This mail came from more than 20 upstate counties, attesting to WAGE's unsurpassed coverage in this market.

In 1944 and 1945, Crossley and Hooper studies ranked WAGE first in daytime listenership. Now the responsiveness of that audience is demonstrated in the greatest flood of mail ever poured into a Syracuse radio station.

*(All mail was tabulated by The Syracuse Letter Company. Details on request.)

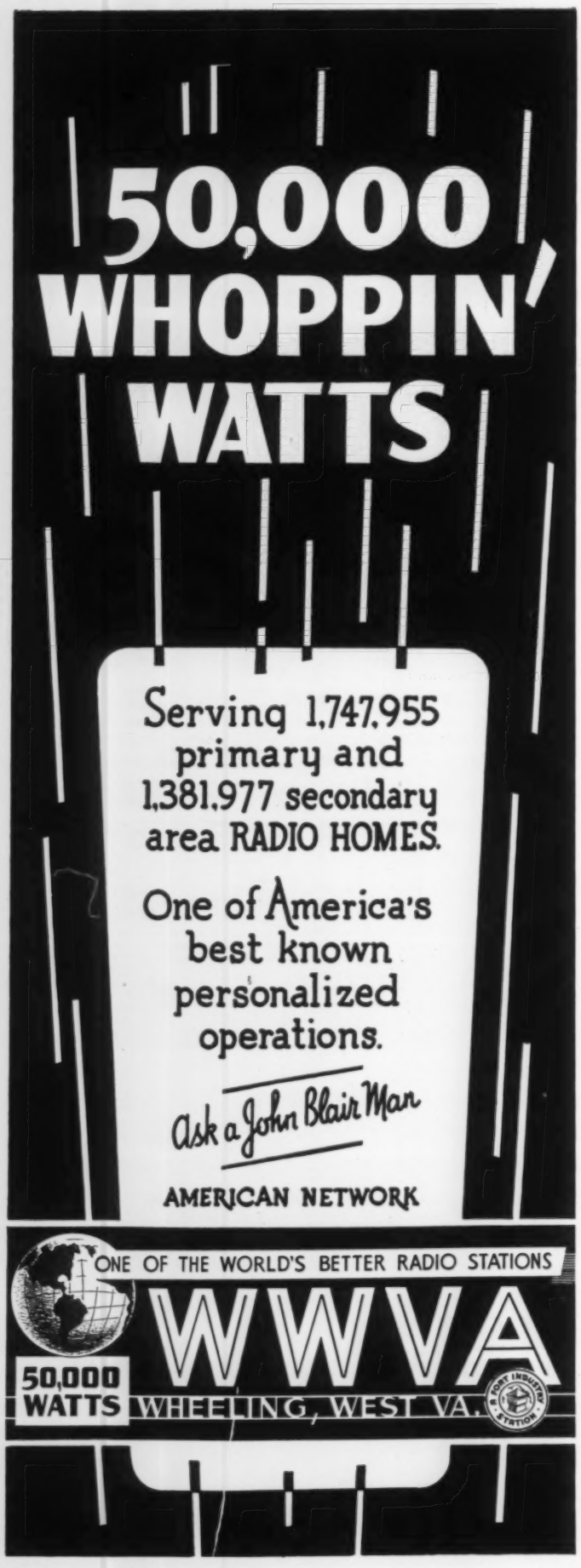
*Affiliated with*
**AMERICAN BROADCASTING COMPANY**

# WAGE

**SYRACUSE, NEW YORK**

**William T. Lane, General Manager**

*Represented by*
**The EDWARD PETRY CO.**




# Monte Carlo Building Station; U. S. Officials Show Interest

## New 120,000 w Outlet May Be Used to Give U. S. Viewpoint to Countries on the Continent

*(Special from Monte Carlo, Monaco)*

THIS tiny principality on the Riviera just three miles square may become the new seat of European commercial radio, with the United States as possible lessee of time or of the station itself. New 120,000 w standard station is now under construction, to be ready in 18 months. It will be known as Radio Monte Carlo.

Construction is by a private company in which Monaco owns 6%. Controlling owners are French businessmen interested in commercial radio along the prewar lines of Radio Luxembourg and Normandie. To operate on 1086 kc, station will cover France, Italy, British Isles, Germany and North Africa, according to the owners. An antenna atop Agel Mountain, with sheer cliff rising 3,000 feet above the Mediterranean salt water, should provide phenomenal coverage.

### Negotiate for Luxembourg

United States is now negotiating with the Duchy of Luxembourg for lease of Radio Luxembourg to continue as the American radio voice in Europe. Top American authorities interviewed by the U. S. Broadcast Mission in Europe have agreed this country must have medium-wave facilities lest the American viewpoint be smothered by propaganda of other nations.

Monaco officials are understood to have pledged cooperation and their station presumably is available for long-term block time sale contract.

Tentative plans have been worked out with OWI officials, known in Europe as U. S. Information Service. With OWI abolition, it is presumed the State Dept. will take over as official U. S. radio contact with Monte Carlo.

Present Monte Carlo station operates with only 300 w. Station formerly was 30,000 w but Germans stole the equipment in 1942. New studios being constructed include modern acoustics. Additional standard station and two short-wave stations of 25 kw each are being installed. New transmitters will be built under contract with Society French Radio Diffusion.

A former German company held the station in trust for the Prince of Monaco. New corporation is anonymous but stock is held by French or Monacans only. Station has no connection with ownership of the Monte Carlo Casino. Raymond Gaudry, local manager, said station has access to the best European talent bands at Riviera resorts and nearby Cannes and Nice.

General Manager Robert Schick, of Paris, is experienced in programming and sales. Present station operates six hours daily but the 120,000-watter will operate around the clock.

## Letter to the Editor

EDITOR, BROADCASTING:

I rather hesitate to give undue publicity to the "cancel-test" which, according to BROADCASTING of August 17 (page 85), is being adopted by one of the major networks to ascertain the popularity of certain of its shows; but I think this practice should be frowned upon by radio management before it develops to the stage where it will be frowned upon by the radio listener.

I agree that this is a positive test which involves a minimum expenditure of time and money, but certainly it is a negative procedure carried out at the expense of the listener!

Every station rightfully prides itself on its listener-loyalty which it has gained through hard work over a long period of time. Why should we not show the listeners the same loyalty that we expect of them?

Let's cancel the "cancel-test". The show MUST go on!

ARTHUR L. MARTIN,
Program Director,
WIZE Springfield

## CBS Preview

CBS WILL BROADCAST "Panoramic Previews" of its fall and winter programs, 3-4:30 p.m., on Sept. 16 and 23, featuring the stars and personalities of the networks' outstanding shows. Norman Corwin will produce the first 90-minute program from New York; William Robson the second from Hollywood.

## Life Membership

GOVERNOR Phil M. Donnelly of Missouri was presented with a Gold Membership Card, signifying life membership in the St. Louis Adv. Club, at a luncheon of about 350 leading men and women in the advertising field. KWK recorded the ceremonies and the governor's speech on wire and broadcast it.

## New Gates Plant

GATES RADIO Co., Quincy, Ill., has acquired a new factory building to permit expanded production of broadcasting, communication, recording and industrial electronic apparatus. Gates has named Specialty Distributing Co., with offices in Atlanta, Chattanooga, Savannah and Macon to represent sales and engineering of Gates products in the Southeast. Houston Radio Supply Co., Houston, Tex., has been named distributor in Texas, Louisiana and Mississippi.



XUM

THESE
20
W S M
YEARS

# A SMALL TOWN OF FIVE MILLION

We at WSM have remembered for twenty years that we are addressing a small-town audience. But we remember also that there are five million folks in that small town. They listen . . . we know it because they respond. They listen because never for one moment in all those twenty years of broadcasting have we forgotten that our kind of people believe what we tell them. We regard that as the most solemn sort of obligation. But it is also a magnificent selling force.

**WSM**

**NASHVILLE**

THE STATION WHOSE **SELLING POWER** RESTS ON TWENTY YEARS OF UNINTERRUPTED **INTEGRITY OF PURPOSE**

HARRY STONE, *Gen. Mgr.*
DEAN R. UPSON, *Comm. Mgr.*
EDW. PETRY & CO., *Natl. Reps.*

50,000 WATTS
650 KILOCYCLES
CLEAR CHANNEL
N. B. C. Affiliate

# American Radio for the GI's in Europe

## Continent System Hurdled Many Barriers

By SOL TAISHOFF

*(Special from Paris)*

HOW 3,500,000 GI's in the European theatre have been fed radio fare a la American Plan was demonstrated here in Paris to the U. S. Broadcasting Mission by executives of American Forces Network — practically all ex-broadcasters.

Col. Hayes

Operating strictly along American lines, AFN has as its sponsors the various services of the Army, as well as other Government agencies. A "commercial department" handles the copy. Top domestic programs transcribed or produced by Armed Forces Radio Service are "decommercialized", with Army sponsors substituted.

### Improvised at First

The story was recounted to the mission of 15 plus a number of added starters by Lt. Col. John S. Hayes (ex-WOR production head), AFN chief and his top aides. It is a radio romance demonstrating the ingenuity of American radio men in putting together a nearly continent-wide system of radio under almost insurmountable difficulties. At the start practically all of the equipment was improvised. It was put together with "hairpins, chewing gum and sweat", said one of the technical men with AFN.

Col. Hayes told the mission his staff of 30 officers and 300 men had "eaten, lived and slept" American radio since AFN's formation July 4, 1943. The 3,500,000 men in arms are about to be turned back to American broadcasters, still conditioned for radio the American way.

### AFN Will Continue

AFN will continue its operations in ETO as long as there's a GI left to listen, Col. Hayes said. The network once totaled 55 stations, including two 100,000-watters (Munich and Stuttgart). It broadcasts a 20-hour per day schedule. Of this 140-hour per week operation, 52 AFN hours are either shortwaved or transcribed by AFRS.

As demobilization goes forward, AFN operations will be curtailed. When redeployment activities are completed, a basic network of seven stations to serve American occupation troops in Germany will be maintained, including the two 100,000 w stations. Headquarters will be shifted from Paris to Frankfort — Gen. Eisenhower's base.

Five of the seven stations in Germany will be tied together by landline — Frankfort, Munich, Stuttgart, Kassell and Bayreuth. Stations at Bremen and Berlin will pick up by shortwave for rebroadcast. In addition three stations are planned in Austria at Linz, Salzburg and Vienna. Of the original 51 stations, 28 are left.

How did AFN get longwave frequencies? It "borrowed" two channels without permission from Bulgaria, and took "a few" from Sweden, with "some" permission, said Col. Hayes.

Col. Hayes said BBC had been "terribly helpful" in clearing up frequencies for the initial operations in England and in expediting copyright clearance and other complications which arose in setting up this unique operation.

### Extra Audience of 5,000,000

He said surveys showed that at the peak AFN had 5,000,000 people listening to its programs, aside from the armed forces. It was this development which presumably forced BBC to introduce a "light" home program.

Operations of AFN were outlined by Lt. Hendrik Booraem Jr., U. S. Naval Reserve, chief of operations and former radio production executive of Young & Rubicam. He explained AFN is a joint Army-Navy venture, but that the Navy was "late". Bremen operations are conducted by the Navy because of the preponderance of Navy personnel there.

Maj. Robert S. Light, program supervisor of AFN (former radio and screen freelance writer and producer), told how AFN surveyed its audience on program wants. The result was the current schedule of two hours of news a day in 24 broadcasts, plenty of music and a minimum of "talk". During actual combat, wire recorded reports were broadcast. Two men were killed in combat on such assignments. News is given straight, he said. Murders, strikes and rapes are kept off.

In the "sponsorship" end, Capt. Frank Danzig, chief of troop information section (formerly CBS promotion), related how the commercial department functions. For the Education & Information Branch of the Army, courses at the five specialist schools in ETO are "sold".

Sample spot announcements were performed. They were in the best commercial radio tradition. Other commodities sold are V-Mail, War Bonds, USO, *Stars & Stripes*, GI bill of rights, and—the most spectacular—the anti-venereal disease campaign. That is the now famed

*(Continued on page 72)*


"GET IN ON THE MIDWEST'S 1945* GOLDEN HARVEST"

* GREATEST GRAIN YIELD IN OVER A DECADE - FAR ABOVE 1934-1943 HIGH AVERAGE - FEDERAL CROP REPORTING SERVICE

KSOO

SIOUX FALLS, SO. DAKOTA

1140 K C - 5000 WATTS

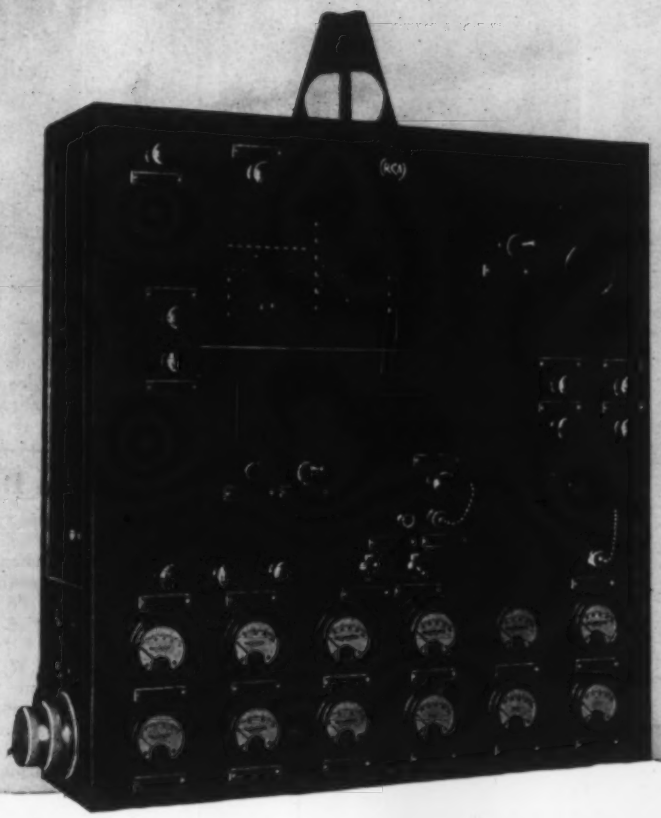
National Representatives

HOWARD H. WILSON CO.

NBC




XUM



## ELECTRONIC TELEVISION IS AN RCA DEVELOPMENT

This is the eighth in a series of advertisements showing that RCA engineers developed the basic essentials of the electronic television system — *including tubes and circuits.*

RCA built the first all-electronic television transmitters and receivers — the first commercial television station — established the first television relay system — presented the first electronic theatre television — was the first to televise a baseball game and a Broadway play; and was first to televise from an airplane.

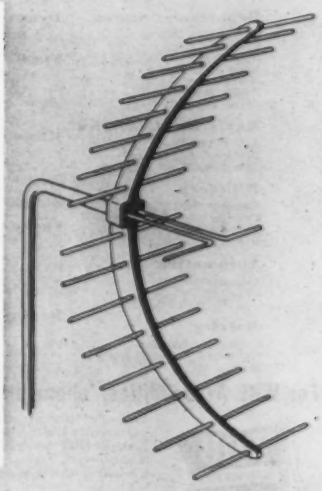
RCA is, and will continue to be, the leader in practical, successful commercial television. You may expect the best of all kinds of television transmitting and receiving equipment from RCA.

*BUY MORE WAR BONDS*

# 8. THE RELAY TRANSMITTER

TELEVISION video signals (because of the wide band width they require) cannot be easily transmitted over ordinary telephone lines. They can, of course, be transmitted over coaxial lines or over short lengths of ordinary cable that have been specially equalized. Such lines are not usually available at remote pickup points, and therefore it is necessary to relay the signal back to the main transmitter by means of a radio link circuit. Such a system was first used by RCA engineers. The first transmitter ever used for television relaying was built by RCA engineers. The one shown here was developed and manufactured before the war. Greatly improved designs will be available when the emergency is over and manufacturing resumes.

*The Fountainhead of Modern Tube Development is RCA*



RCA

## RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION · CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal

**...and the fishing is fine for these 64 Local Advertisers who use WHB**

In this list of WHB advertisers you'll find most of Kansas City's biggest, smartest merchants. When *you* decide to use WHB, you're backing *your* good judgment with theirs.

**Department Stores**
Emery Bird Thayer Co.
Gorman's, Inc.
John Taylor's (Grill)
Jones Store Co.
Montgomery Ward
Peck's Dept. Store
Sears, Roebuck & Co.

**Meats and Groceries**
A & P Tea Co.
Bacher-Cunningham
Rose Kepo Food Shop

**Millinery**
Edward's Hat Shop
Fashion Lane Hat Shop
Halper's Exclusive Millinery
Hattie's Hat Shop

**Automotive**
Allen Bros.
Allied Motors, Inc.
Geo. H. Welsh Motors

**Jewelry**
Goldman's Jewelry Co.
Helzberg's Diamond Shop
Mace's, Inc.

**Drugs**
Katz Drug Co.

**Furs**
Alaskan Fur Co.
Gerhardt, The Furrier
Lou Hoffman Fur Co.
Meltzer Fur Co.

**Miscellaneous**
Barnard's Photo Supplies
Camera Shop
Dermetics Salon
Insul-Wool Insulation Co.
Swyden Rug & Drapery Co.

**Shoes**
Eileen Shoe Stores
Fitch Shoe Co.
Katz Shoe Stores
Richardson Shoe Co.
Royal College Shop

**Restaurants**
Allen's
Forum Cafeteria
Plaza Bowl Restaurant
Z-Lan Restaurant

**Ladies' and Men's Rendy-To-Wear**
Adler's
Berkson's
Farrar's Corset Shop
Foreman & Clark
Frances Welsh Shop
Jack Henry, Inc.
Jay's—On The Plaza
Mindlin's, Inc.
Missouri Dept. Stores, Inc.
Palace Clothing Co.
Paul's Style Shop
Rothschild's & Sons
"Stores Without A Name"
Woolf Bros.

**Furniture**
Alexander's, Inc.
Davidson's Furniture Co.
Duff & Repp Furniture Co.
Mehornay Furniture Co.
Wilco Furniture Co.
Wyandotte Furniture Co.

**Dry Goods**
Leiter's Dry Goods
Lloyd's Silk & Fabric Shop

**Girls and Tots**
E. M. Harris Linen Shop
Plaza Girls Shop
Stork's Nest

**For WHB Availabilities, 'phone DON DAVIS at any "Spot Sales" office**

WHB KANSAS CITY This is Mutual 1000 WATTS-800 Kc.

Fall schedules are still "fluid"... and we've room for more advertisers who'd like to use programs or spots in the booming Kansas City market. You'll like doing business with WHB—the station with "agency point-of-view"... where every advertiser is a *client* who must get his money's worth in *results*. Swing along with the *happy* medium in the Kansas City area!

| | | |
|---|---|---|
| Kansas City | Scarritt Building | HArrison 1161 |
| New York City | 400 Madison Avenue | ELdorado 5-5040 |
| Chicago | 360 North Michigan | FRanklin 8520 |
| Hollywood | Hollywood Blvd. at Cosmo | HOllywood 8318 |
| San Francisco | 5 Third Street | EXbrook 3558 |

**KEY STATION for the KANSAS STATE NETWORK**

**PLAQUES** were awarded managers of Oklahoma City's four stations by Chamber of Commerce, Junior Division, for civic service. Receiving plaques were (l to r) Ken Brown, KOMA; Matthew Bonebrake, KOCY; Gayle V. Grubb, WKY; Bob Enoch, KOTK.

## Pressing Problem

A STORY of an electric iron, a pair of pants, and a remote band broadcast on AFN Frankfurt came from the ETO this week. T/5 Lee Jaffe of Brooklyn, formerly an engineer with New York's municipal stations WNYC and WNYE, was preparing for a remote broadcast of a GI dance band when he discovered just before going on the air that the current in camp was 220 volts, when it should have been 110. Spying a soldier pressing his pants nearby with an electric iron, Jaffe grabbed the iron with a hurried explanation and used it to limit the voltage to the amplifier, cutting the power to 110 volts. While the GI stood around without his pants and generating an unrecorded voltage himself, Jaffe put on the broadcast. A number was especially dedicated to the soldier and his date that night and it is believed that relations are again harmonious.

## Election Campaign

THE CITY-WIDE Independent Citizens Committee for the election of William O'Dwyer as mayor, Lazarus Joseph as controller, and Vincent Impellitteri as president of City Council, has appointed Blaine Thompson Co., New York, to direct all its campaign advertising. Starting Sept. 15 through Nov. 6 radio spot and quarter-hour talks for the candidates will be sponsored by the committee.

## Memorabilia

RELEASES sent from the San Francisco Conference by Dorothy Lewis, NAB director of listener activities, to women broadcasters at 425 stations have been placed in the Roosevelt Library at Hyde Park, as part of memorabilia of the United Nations Conference.

## WOW Plea Denied

RIGHT to recover payments made to ASCAP after the passage in May 1937 of a Nebraska statute outlawing such organizations and forbidding them to do business in Nebraska, was denied the Woodmen of the World Life Insurance Society, licensee of WOW Omaha, by a State Supreme Court decision last month. The court held the station voluntarily made the payments with full knowledge of the facts and the litigation concerning the statute.

## Music Contracts

ASSOCIATED Music Publishers, New York, has made music licensing agreements with stations WLBC Muncie, KLO Ogden, KALL Salt Lake City, and WNAX Yankton. Music licenses have been extended with the following stations:

| | | | | |
|---|---|---|---|---|
| KFAC | KGY | KOY | KSLM | KVOD |
| WBAX | WBML | WBNS | WBRK | |
| WCAR | WCOL | WCOU | WCSH | |
| WENY | WFEA | WHAI | WHBQ | |
| WHEC | WHYN | WJAG | WLBZ | |
| WLLH | WLNH | WMPS | WNLC | |
| WOOD | WPAY | WRDO | WRNL | |
| WSAR | WSPR | WSYB | WTAG | |
| WTHT. | | | | |

## WOWO Thanked

APPRECIATION of the public service efforts of WOWO Fort Wayne was expressed recently in a letter from John V. Carton, manager of the Fort Wayne office of the War Manpower Commission, which read in part: "On many occasions, spot announcements by Station WOWO have aided us greatly in quickly obtaining key workers for vitally important war posts. It might interest you to know that some of the announcements carried by your station assisted in the recruitment of workers who were assigned to the making of the atomic bomb; and, therefore, you and your staff had a very definite part in forging the tremendous weapon which helped in bringing war to a sudden and dramatic end."



XUM

# How much mail can your station pull?

## FIND OUT

**in this sensational Tom Mix Contest for Mutual Affiliated Stations.**

## WIN

**a $500 War Bond or one of seven other War Bonds totaling $1000.**

## GET

**national recognition for the selling power of your station!**

***An Equal Chance for every station!*** ***Simple! Easy! No Elaborate Presentations***

## HERE IS THE CONTEST

**The winner will be that TOM MIX Mutual Station which, from the period of October 1, 1945 to April 1, 1946, pulls the largest number of premium returns in proportion to the population of its primary listening area.**

### CONTEST RULES

1. **PREMIUM RETURNS** shall be defined as bona fide requests from listeners by mail for premiums to be offered on the TOM MIX RALSTON STRAIGHT SHOOTERS PROGRAM *only*, during the period from October 1, 1945 to April 1, 1946.
2. **POPULATION OF THE PRIMARY LISTENING AREA** will be determined by and supplied to the research organization tabulating the results, *by the individual Mutual stations.* In the event of any failure to supply this population figure, the estimate of the Mutual Broadcasting System for that individual station will be used.
3. **ALL PREMIUM RETURNS WILL BEAR INDIVIDUAL STATION CALL LETTERS,** although addressed to a central mailing point. Therefore, mail will be credited to individual stations according to the call letters designated by the listening audience, rather than by postmarks on envelopes or by arbitrary geographic boundaries.
4. **TABULATING** will be done by a qualified research organization and your final station standing will be made available to you and the Mutual Network only in a confidential report.
5. **IN CASE OF TIES** duplicate prizes will be awarded.

**IMPORTANT!** In order to qualify for one of the eight prizes, promotion managers of the individual Mutual stations must show evidence of continuous promotional activities designed to build or increase the listening audience for the TOM MIX RALSTON STRAIGHT SHOOTERS program during the six months' period from October 1, 1945 to April 1, 1946. Any promotion manager, publicity director, or other individual employed by a Mutual network affiliated station, who has been entrusted by that station with the work of general program or merchandising promotion, is eligible to enter.

### PRIZES

| | |
|---|---|
| First Prize | $500 War Bond |
| Second Prize | $250 War Bond |
| Third Prize | $100 War Bond |
| Fourth Prize | $50 War Bond |
| Fifth, Sixth, Seventh and Eighth Prizes | $25 War Bonds |

SPONSORED BY THE

**RALSTON PURINA COMPANY**

OF ST. LOUIS

For additional information write: Hal Coulter, Mutual Audience Promotion, 1440 Broadway, New York 18, or BROADCASTING MAGAZINE.

# C.O.D.
## $150,000,000!

Cash on Delivery—$150,000,000 of it—is what farmers in the KATE primary coverage area were paid for livestock they fattened for market last year. Home of the Hormel, Decker and Wilson plants, this is one of the nation's *big packing centers.* Here, too, you'll find dairying and poultry raising at their prosperous best . . . for this is the heart of the country's richest farm territory. It has *never known a crop failure!* Also in the KATE primary coverage area is the town of Albert Lea, nationally known for the famous "Albert Lea Postwar Plan." There's only one sure way to sell this market . . . it's the KATE-way. Before you make up your next radio schedule, give us or our national representatives the opportunity to tell you how KATE can deliver this diversified market to you.

**KATE** ALBERT LEA & AUSTIN MINNESOTA

AMERICAN BROADCASTING COMPANY and "N. C. B. S." - "SOUTHERN MINN." - "DAIRYLAND" NETS

REPRESENTED NATIONALLY BY JOHN E. PEARSON CO. - CHICAGO - NEW YORK

# *Midwest Farmer Day Staged by WNAX For Five States Draws 70,000 Crowd*

THIRD annual Midwest Farmer Day of WNAX Yankton, held Labor Day, drew some 70,000 farmers and their families from Iowa, Minnesota, Nebraska and the Dakotas. Selected "Typical Midwest Farmer" was John Oeser, of Westside, Ia. He and Mrs. Oeser will be given the annual WNAX trip to Washington to be guest of the President and other dignitaries. He was also given a tractor and Victory Bonds, with wrist watch for his wife.

The four runnersup were given trailers, with bonds and watches for their wives. Governors of the five States were entertained at a banquet. Talks were given by Fleet Adm. William D. Leahy, Rear Adm. Harold B. Miller and Rear Adm. Joseph James (Jocko) Clark. A 78-piece band from Great Lakes Naval Training Station entertained.

Opening the day was an Indian ceremonial. Made honorary chiefs of the Sioux Rosebud Tribe were the admirals; Gardner Cowles Jr., head of the Cowles properties; Ed Borroff, American vice-president; Johnny Olsen, mc of *Ladies Be Seated.*

Program was staged on the banks of the Missouri River. The farmers brought picnic dinners. Claimed to be the largest picnic party in the country, the event was handled by James Allen, WNAX promotion director, and Don Inman, station manager. It was born with the war as a cooperative program with the service forces, designed to stimulate production of food and farm products.

## *8 STATIONS BRING BMB TOTAL TO 540*

ADDITION of eight more station subscribers to BMB in the last 20 days of August brought the total to 540 stations (including four FM and one Canadian station) with two-year commitments aggregating $825,810, as of Aug. 30, just a year after the broadcasters at the 1944 NAB convention had unanimously endorsed the BMB plan of station circulation measurement. New stations are: WNAX Yankton, S. D.; WINX Washington, D. C.; WCAZ Carthage, Ill.; WJXN Jackson, Miss.; WHDF Houghton, Mich.; WDEV Waterbury, Vt.; WWSR St. Albans, Vt.; WKWF Key West, Fla.

Breakdown shows that the 535 AM United States stations that are BMB subscribers amount to 56% of the stations with night power of 10 kw or over, 67% of the stations with night power between 500 w and 10 kw, and 56% of stations with night power of 250 w or less. Broken down by network affiliation, BMB has 67% of American affiliates, 70% of CBS stations, 61 of Mutual and 64% of NBC outlets, as well as 41% of nonnetwork stations. These BMB stations are 61% of all operating commercial stations in the country.

## New American Affiliate

WMSA Massena, N. Y., will become an affiliate of American when it begins operations with 250 w on 1340 kc about Oct. 1. New station is owned and operated by *Watertown* (N. Y.) *Times,* which also owns and operates WWNY Watertown. Thomas R. McHough and James H. Higgins of the WWNY staff will be manager and assistant manager respectively at WMSA.

## Makes Film

GENERAL Service Studios, Hollywood, has started production of *Tom Breneman's Breakfast in Hollywood,* based on the American show by same name heard Monday-Friday at 11-11:30 a.m. Picture marks cinema debut of Breneman and the program, which has one of highest daytime ratings in radio.

## Radio Teaches Teachers

IN COOPERATION with NBC stations, WBZ - WBZA Boston - Springfield, Massachusetts, starting Oct. 13 is experimenting with a plan for presenting courses for teachers. Teachers unable to take improvement courses due to travel limitations will listen to *Our Foreign Policy* and supplemented programs, take examinations and be credited toward an undergraduate degree. "The Massachusetts Plan," has been adopted by notable educators and represents beginning of great cooperation between commercial broadcasters and educators for public benefit, according to Julius E. Warren, Mass. Commissioner of Education.

## Admiral Offices

ADMIRAL Corp., Chicago, has consolidated its main offices in its principal plant at 3800 W. Cortland St. Space previously occupied at 444 Lake Shore Drive will be taken over by Appliance Distributors, company-owned distributor of its products in the area.

## Balloon Station

U. OF CHICAGO was authorized by the FCC last week to install a new experimental portable radio station aboard a free balloon within a 350 mile radius of Chicago. The balloon, to be known as the Cosmic Ray Laboratory, will be sent aloft to obtain scientific data regarding the nature of penetrating radiations in the stratosphere. A small, light-weight transmitter to be frequency-modulated will be used.



XUM

# LONE STAR CHAIN "KICKS UP" SALES

## FOR TEXAS BOOT MANUFACTURER!

JOHN, EARL, AND SAM JUSTIN, OPERATORS OF THE FAMOUS 66-YEAR-OLD H. J. JUSTIN & SONS IN FORT WORTH, TEXAS

Boyce House, nationally known, "I Give You Texas," author and radio commentator, does a triple job selling Justin Boots and Shoes over Lone Star Chain.

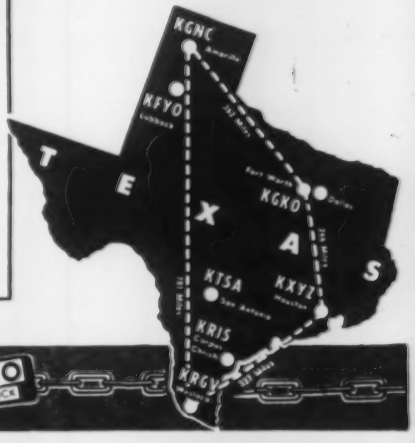
## *Another of Many* **LONE STAR CHAIN** *Success Stories*

Making city folks, as well as country folks, Justin Boot conscious, is the job assigned to Boyce House, and the Lone Star Chain is the medium picked to do it. Mr. H. N. Fisch, Sales Manager of the Company, says, "For several years the Lone Star Chain has been an effective and economical medium for reaching a huge audience of customers and potential customers of Justin Cowboy Boots and Justin Easy-Walker Dress Shoes. The sales power and influence of the Lone Star Chain has a definite and measured value to H. J. Justin & Sons. In fact, the Justin Boys consider this medium one of outstanding merit."

This is just another of the big success stories back of the LONE STAR CHAIN. Yes, for amazing results in one of the richest and biggest markets in the Southwest, it's the Lone Star Chain!

**OTHER PRODUCTS AIRED OVER LONE STAR CHAIN**

Bewley Flour
Crustine Shortening
Interstate Circuit Theatres
Grand Prize Beer
Hylo Soap Products
Admiration Coffee
Resistol Hats
Texaco Products



AFFILIATED WITH
TAYLOR HOWE-SNOWDEN
Radio Sales

**THE LONE STAR CHAIN**
805-6 TOWER PETROLEUM BLDG., DALLAS, TEXAS
TELEPHONE RIVERSIDE 5663
CLYDE MELVILLE, MANAGING DIRECTOR

KGNC AMARILLO | KGKO DALLAS FORT WORTH | KXYZ HOUSTON | KTSA SAN ANTONIO | KRIS CORPUS CHRISTI | KRGV WESLACO | KFYO LUBBOCK

NORTH CAROLINA IS THE SOUTH'S No. 1 STATE

NO other Southern state equals North Carolina in combined rural and urban prosperity. The value of North Carolina's manufactured products is nearly *triple* the average for the nine other Southern states. North Carolina's cash income to farmers is nearly *twice* the Southern average. Result: the kind of Southern market most advertisers want!

and WPTF at RALEIGH IS NORTH CAROLINA'S No. 1 SALESMAN!

With 50,000 Watts at 680 k.c.—and NBC—Station WPTF is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just call Free & Peters!

**50,000 WATTS — NBC**

**RALEIGH, N. C.**

Free & Peters, Inc., National Representatives

AFN-BERLIN, first American station to broadcast from Reich capital, is operating on 21-hour daily schedule to entertain troops. Kneeling (l to r) are Lt. Neil Spencer, Armed Forces Network advisor; Pfc. Stephen Sabo, announcer, formerly WBOE Cleveland; Cpl. Wayne Howell, announcer, WLAC Nashville. Standing, Sgt. Bernard Anderson, technician, WSRR, Stamford; Cpl. Raymond Adams, announcer, WKIP Poughkeepsie, N. Y.; Sgt. Melville Galliart, program director, WLS Chicago; Cpl. Charles Eckhart, NBC Chicago; Lt. Melville Dunkelman, station manager, of Toronto; S/Sgt. Harry Allen, NBC Hollywood; Sgt. Morris Schlossberg, announcer, WCAO Baltimore; Pvt. Edward Barnes, technician, Newport, Ky.; Cpl. Charles Broadhurst, announcer, KWG Stockton, Cal.; Cpl. Fred Portnow, announcer, New York.

## *WORD ENLARGES STUDIO QUARTERS*

QUARTERS of WORD Spartanburg, S. C., are being enlarged and modernized with the entire staff and equipment, except the transmitter, being moved within the month to 290 E. Main St., Frank R. Knutti, station manager, announced.

The new space has been leased and renovations are already under way. Improvements will include soundproofing, painting, decorating and landscaping. About $2,500 will be expended on the repairs.

"A homelike atmosphere" will be maintained in the studios and throughout the building, Mr. Knutti said, "in keeping with the current trend in urban radio stations".

## WGAR School

EIGHTH station to give practical radio newsroom experience to journalism teachers is WGAR Cleveland, in cooperation with the Council on Radio Journalism, and sponsored jointly by the NAB and the American Assn. of Schools and departments of journalism. "Professor of Interneship is Ralph Worden, WGAR news director. Interne is Associate Professor Willis C. Tucker, U. of Ky.

## Durr Speaks Sept. 26

CLIFFORD J. DURR, FCC, will speak Sept. 26 on "Radio's Problem and Promise" at a two-day forum featuring "Tomorrow's Challenge," to be held at Christ Church, New York, Sept. 26 and 27.

## BOVINE STATIC

### Noise Mars Demonstration Of FM Fidelity

WHAT happened to Walter Damm, FMBI president, and general manager of WMFM, Milwaukee's pioneer FM station, shouldn't happen to a calf.

During the recent FMBI board meeting at Milwaukee, Mr. Damm rose to show his colleagues a working example of fine FM broadcasting as exemplified by WMFM.

But the program was of a quality seldom heard on AM much less FM and Walter's face turned purple. Phoning the control room, he was told everything was fine.

The telephone company put a squad of eight trouble shooters on the job. They worked into the night and at 4 a.m. located the trouble —a soft spot where WMFM's cable goes underground. Digging, they found, resting snugly against the cable, the carcass of a very dead calf. A farmer, in burying the animal, had broken the cable covering with his shovel.

## Gaskill on WNBT

MAJ. ARTHUR L. GASKILL, first eyewitness of the surrender ceremonies aboard the U.S.S. *Missouri* to arrive in the United States, appeared on NBC's television station, WNBT New York, Sept. 6. Maj. Gaskill discussed the surrender proceedings and showed pictures of the first airborne landings in Japan and of the arrival of Gen. MacArthur in Yokohama.



XUM

HELP YOURSELF TO A PIECE OF BIRTHDAY CAKE . . . because it was you who made the first year of KSO under the new management such an outstanding success.

Just one year ago Kingsley H. Murphy became owner and George J. Higgins manager of KSO.

Since that time many interesting and outstanding changes have taken place at KSO—the biggest of which appeared on June 15th when KSO became the CBS outlet in Des Moines and brought to its listeners "The Biggest Show in Town".

Yes, we have completed a banner year with your co-operation. Many, many thanks from all of us here at KSO for your help in making our first year such an outstanding one.

# KSO

**DES MOINES, IOWA 5000 Watts**

**Kingsley H. Murphy, Owner - - George J. Higgins, General Manager**

**Represented by Headley-Reed Co.**

It's
WCPO
A
Leading Cincinnati
Station

AS PROVEN BY THE NEW
June–July
Hooperatings

C. E. HOOPER — CINCINNATI AUDIENCE MEASUREMENTS
PERCENTAGE OF LISTENERS—JUNE-JULY, 1945

| INDEX | 'B' | WCPO | 'C' | 'D' | 'E' |
|---|---|---|---|---|---|
| SUNDAY AFTERNOON 12:00 NOON—6:00 P.M. | 5.9 | 33.6 | 19.9 | 26.9 | 13.3 |
| SATURDAY DAYTIME 8:00 A.M.—6:00 P.M. | 10.3 | 28.8 | 24.2 | 26.4 | 10.3 |
| WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M. | 8.9 | 20.1 | 14.6 | 49.5 | 6.9 |
| WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON | 8.8 | 19.4 | 17.4 | 25.5 | 28.9 |
| EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M. | 7.5 | 15.2 | 24.0 | 42.6 | 10.7 |
| TOTAL RATED TIME PERIODS | 17.2 | 19.8 | 19.9 | 39.3 | 12.8 |

Affiliated with the Cincinnati Post

Consult your BRANHAM man for good availabilities.

WCPO
CINCINNATI'S NEWS STATION

## Compton Samples Serial Listeners

TO DETERMINE what listeners think of the serial dramas sponsored by its clients, Compton Adv. Inc., New York, is sending program evaluation reports to sample groups of listeners to each of its programs, starting with the Procter & Gamble serial, *Young Dr. Malone*, on CBS.

Divided into two sections: General opinion and detailed criticism, report under the first heading asks respondent to check on program's entertainment value, on program as compared with last year's program, on its moral and social values, on the listeners state of mind after listening and whether the advertising message is too long, sincere and in good taste.

Questions, which listener is asked to check yes or no, are: "Is story far-fetched and unbelievable?", "does the story remind you of happenings in your own life or in the lives of your friends?", "do characters solve their problems in such a way as to be helpful to the listener who may have similar problems?", do the characters appeal to you as real people?", "do you talk the program over with your family and friends?", "has your husband or any other male member of your family ever heard this program?", "do you think the radio story compares favorably with magazine fiction and current popular novels?", "do you feel that listening to this program is beneficial to you in your relations with your friends and family?", "in what way?", "what other daytime radio programs do you listen to regularly.", "have you any suggestions for improvement?"

* * *

### 35,500,000 Hear Truman

President Truman's broadcast of Sept. 1, proclaiming Sept. 2 as V-J Day, was heard by more than 35,500,000 adult listeners, according to a survey made for CBS by C. E. Hooper Inc., which rated the talk at 46.8. The President's talk on the V-J Day broadcast to the Armed Forces rated 31.3, with an adult audience of 23,000,000. Neither approached the audience of the President's V-E Day broadcast on May 8, when he set a new daytime audience rating record of 64.1.

* * *

### 'Big Sister' Tops Canada

August daytime program popularity was led by the Canadian program *Soldier's Wife* with a rating of 14.4, according to Sept. 1 Elliott-Haynes ratings. *Big Sister* with a rating of 12.1 was second, followed by *Ma Perkins, Road of Life, Lucy Linton* (Canadian origination), *Pepper Young's Family* and *Woman of America*. Most popular French daytime program was *Jeunesse Doree* with a rating of 18.3, followed by *Vie de Famille, Quelles Nouvelles, La Rue Principale* and *Grande Soeur*.

**RETAILING** for $100, this television set made by Viewtone Co., New York, has 5 x 7-inch image. Tuner is Rose Clare Leonard at Hearns department store, New York. Screen can be viewed in normally lighted room.

## *BOND TO BE KIRO FARM DIRECTOR*

CHARLES A. BOND, acting chief of the Radio Service, Dept. of Agriculture, resigned last week to become farm director of KIRO Seattle. He will assume his new position shortly after Sept. 15, succeeding Kenneth Yeend who was recently promoted to program director.

Mr. Bond was at one time with KPQ Wenatchee, Wash., and was extension editor of Washington State College from 1935 to 1940. He has since been with the Dept. of Agriculture, the last two years with the Radio Service. He is the second official of the Department Service to enter the commercial radio field in the last four months, Wallace Kadderly, formerly chief of the Service, having resigned in May [BROADCASTING, May 28] to become farm director of KGW Portland, Ore.

## Sees TV Grocery Ads

FOLLOWING an investigation of television at DuMont television station WABD New York, Paul Sayres, New York food broker, predicted that television will play a substantial part in the merchandising of grocery products. Mr. Sayres stressed the flexibility of television with its combination of sound, sight, and movement, and pointed out that it gives the advertiser a chance to demonstrate his product in use by an advertising means that will reach hundreds of thousands within a few years. Consumer recognition is automatically created over a three sense range, he said.

## Beauty Contest

AMERICAN network filmed the Atlantic City Miss America contest of 1945 last week for televising, with broadcasts scheduled for Sept. 11, Sept. 14, Sept. 17, each of a half-hour's duration and emanating from WABD New York, WRGB Schenectady, and WPTZ Philadelphia, respectively.



XUM

# The Sky Was The Limit for WGAN

## ON "SURRENDER NIGHT" IN PORTLAND, MAINE

### HIGHLIGHTS !!!

Dick Bates, WGAN program director, broadcasts air view of "Surrender Night" in Portland, Maine.

●

Rode WGAN's fast Grumman amphibian, Harold Hersey, pilot, used station's portable shortwave equipment which was picked up and rebroadcast to thousands of listeners.

●

Program 8:50 to 9 P.M., evening of August 14th, caught nearly 100,000 people celebrating in Portland streets or in automobiles converging from all eastern Maine.

●

Plane circled South Portland over shipyards where glow from welders' torches showed workmen "still at it" . . . thence over fleet in harbor to northeast, back inland over roads bright with crawling car headlights.

●

Roared above Congress (main) Street, watching thousands of milling people, cars swinging around bonfires, Monument Square jammed with "ants".

●

Plane took off from and landed at Portland's big busy airport, 10 minutes from downtown city.

●

Program pleased and informed thousands upon thousands of stay-at-homers in 14 counties in Maine and one in New Hampshire as well as in thousands of traveling automobiles.

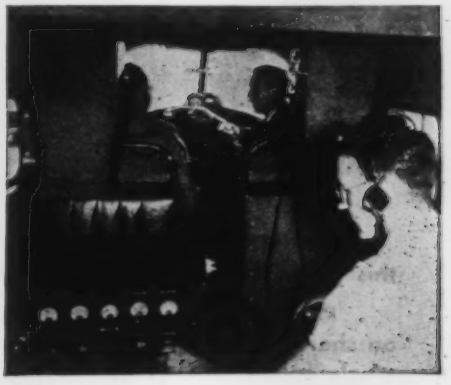
●

Another in a long line of characteristic WGAN public service broadcasts . . . planned in advance.

"Dick" Bates, WGAN program director and Harold Hersey, air pilot, plan route to be covered for WGAN "Surrender Night" broadcast from the air.

Dick Bates describing all he sees for his thousands of listeners.

Dick Bates really goes to town, broadcasting with head and shoulders in the plane's prop wash.



The WGAN Grumman amphibian interior looking toward pilot Hersey and commentator Bates over the shoulder of Warren Hamilton, WGAN technician.

## Text of FM Policy Announcement

POLICY FOR PROCESSING FM APPLICATIONS:

Moving toward an expeditious processing of the large number of applications on file for new FM broadcast stations throughout the United States, and to effect procedures for shifting of existing FM stations to the new band of frequencies (92-108 mc) assigned to this service, the FCC today announced that it was sending letters to present holders of licenses and of construction permits and to pending applicants for new FM stations. The Commission announced that procedures relating to television, and developmental and noncommercial educational FM stations would be announced at an early date.

Three types of letters are being sent to FM licensees, permittees and applicants as follows:

1. **Existing licensees**, 46 in number, are being placed on notice that the Commission proposes to shortly issue to each an authorization for a specific operating assignment in the new band, and that equipment tests shall commence no later than Dec. 1, 1945, and regular program service by Jan. 1, 1946. The Commission recognizes that equipment may not be presently available for operation with the radiated power specified. Accordingly, licensees will be permitted to operate with less power until such time as materials and equipment are obtainable.

Moreover, until such time as it appears that receivers for the new band are generally available to the public and owners of existing receivers have had the opportunity to adapt or convert them to the new band, licensees will also be permitted to continue operation on their existing assignment in the old band. However, when receivers and converters are available for the upper frequencies, dual operation will be terminated.

2. **Present holders of outstanding construction permits**, seven in number, are being asked to file current financial and ownership data. After the receipt of such information, the Commission will issue to each permittee a modification of his construction permit for a specific operating assignment in the new band which will require that equipment tests commence no later than Jan. 1, 1946, and regular program service by Feb. 1, 1946.

The Commission recognizes that equipment may not be presently available for operation with the radiated power specified in these modified construction permits. Accordingly, operation will be permitted with less power until such time as materials and equipment are available.

3. **Other applicants.** — Pending applicants for new FM stations—approximately 500 in number—and persons who intend to file applications are asked to file their applications or bring them up-to-date as soon as possible before Oct. 7, 1945. This will enable the Commission, after Oct. 7, 1945, to make as many grants as would be consistent with the availability of frequencies and other public interest factors. Recognizing the difficulty that applicants may have in submitting complete engineering information by such date, the Commission's procedure contemplates the granting of a substantial number of FM applications conditionally subject to the filing of such data at a later time.

### Letter to New Applicants

Letter to pending applicants for new FM broadcast stations follows:

"In order to expedite the consideration of your pending application for a new FM broadcast station, it is requested that you submit, under oath, the following:

"1. A current balance sheet of the applicant.

"2. A statement with respect to any changes affecting the ownership (officers, directors and stockholders) of the applicant since the filing of your application.

"3. A statement as to the proposed transmitter site, specification of transmitter equipment, effective radiated power and antenna height. (See FCC Form 319, questions 18(i), 22, and 24.)

"4. A statement as to program plans. (Questions 33, 34, 35, and 36, FCC Form 319.)

"5. A statement as to the number of hours of operation proposed.

"6. A statement as to whether the application is for a community, metropolitan or rural station.

"If you have filed since Jan. 1, 1945, a financial statement, or if the other information requested is now on file, such data need not be furnished. However, reference should be made to the application or other document with which such data were filed.

"Upon receipt of this information, the Commission will consider your application as soon as practicable after Oct. 7, 1945, as stated in its Public Notice of Aug. 7, 1945. If, upon examination of your application as thus supplemented, the Commission is satisfied that a grant thereof would serve the public interest, convenience and necessity, the Commission may make a conditional grant of your application subject to the condition that complete engineering information will be filed within 90 days after date of conditional grant. In such cases the construction permit itself will be issued only after the Commission is satisfied, upon examination of the complete engineering data, that you are technically quali-

(*Continued on page 42*)

Dip Your Hands into KANSAS' Stream of Gold

**THE STAFF OF LIFE will bring Kansas farmers an estimated $285,000,000.00 this year. That's a tidy hunk of buying power for the goods you have to sell.**

**Remember . . . Kansas farm families will not spend this money like sailors on shore leave. They'll discuss each proposed purchase long and carefully. The whole family will weigh the merits of each competing product before making their decision.**

**Let WIBW help you turn buying decisions in your favor by carrying your sales message might into these farm homes. You'll get results because WIBW is the station "most listened to" by the majority of farm families in Kansas and adjoining states.**

WIBW IN TOPEKA "The Voice of Kansas"

COLUMBIA'S OUTLET FOR KANSAS

BEN LUDY General Manager

WIBW, Topeka KCKN, Kansas City

REPRESENTED BY CAPPER PUBLICATIONS INC. NEW YORK, CHICAGO, KANSAS CITY, SAN FRANCISCO

# EXTRA SERVICE TO *Advertisers*

KTUL is the only station in Oklahoma with permanent SPECTACULARS!

Billboards in the progressive Magic Empire "area" localize KTUL for its listeners.

Bus cards "EXCLUSIVE" in Tulsa AND in Oklahoma's 3rd city of Muskogee, as well!

Regular insertion in "area" newspapers for the benefit of KTUL's clients.

We are firm believers in the policy of giving that "EXTRA" bit of push in promoting the interests of our advertisers.

*John Esau*
*General Manager*

*Columbia Network*

# KTUL *Tulsa*

*Represented Nationally by* FREE & PETERS, INC.

KANSAS CITY
IS A
K
O
Z
Y
MARKET
•
PORTER BLDG., KANSAS CITY, MO.
EVERETT L. DILLARD
*General Manager*
ELIZABETH WHITEHEAD
*Station Director*

Pioneer FM Station in the Kansas City Area
*Ask for Rate Card*

## FM Policy

( *Continued from page 40*)

fied and at that time you will be assigned a frequency.

"However, if it appears upon examination of your application that it contains the complete engineering data applicable under the Commission's report of Aug. 24, 1945, a copy of which is enclosed for your information, the Commission may issue a construction permit including the assignment of a frequency rather than a conditional grant."

### Letter to FM Licensees

Letter to existing FM broadcast licensees follows:

"Pursuant to the Commission's recently announced allocation of frequencies for FM broadcasting in the band between 92 and 108 mc, and its report governing rules and standards for FM broadcasting, the Commission proposes to issue shortly to your FM station an authorization to operate on the frequency of ____ mc with the equivalent of ____ kw radiated power and an antenna height of ____ ft. above the average terrain. Such authorization will provide that equipment tests on your new frequency shall commence no later than Dec. 1, 1945, and that regular programs shall commence no later than Jan. 1, 1946.

"In making this assignment, the Commission recognizes that equipment may not be presently available for operation with the radiated power specified. Accordingly, you will be permitted to operate with less power until such time as materials and equipment are obtainable.

"Until such time as it appears that receivers for the new band are generally available to the public and owners of existing receivers have had the opportunity to adapt or convert them to the new band, you will also be permitted to continue operation on your existing assignment. However, when receivers and converters are available for the upper frequencies, dual operation will be terminated.

"A copy of the Commission's report setting forth the substance of certain rules governing FM allocation and operation is enclosed for your information.

"In the event you have any objection to your proposed new operating assignment, such objection should be submitted to the Commission on or before Sept. 20, 1945."

### Letter to CP Holders

Letter to holders of outstanding construction permits for FM broadcast stations follows:

"Pursuant to the Commission's recently announced allocation of frequencies for FM broadcasting in the band between 92 and 108 mc, and its report governing rules and standards for FM broadcasting, the Commission proposes to issue shortly to you a modified construction permit for the frequency of ____ mc with the equivalent of ____ kw radiated power and an antenna height of ____ ft. above the average terrain.

"In order to expedite the issuance of such modified permit, you are requested to file on or before Sept. 20, 1945, the following:

"1. A verified current balance sheet of the applicant.

"2. A verified statement of any changes affecting the ownership (officers, directors, and stockholders) since the granting of your original permit.

"3. A verified statement as to the proposed transmitter site, speculation of transmitting equipment, effective radiated power and antenna height.

"If you have filed a financial statement since Jan. 1, 1945, or if the other information requested is now on file, no additional data need be furnished. Reference should be made to the application or other document with which such data were filed.

### Equipment May be Unavailable

"The Commission recognizes that equipment may not be presently available for operation with the radiated power specified in your proposed modified construction permit. Accordingly, you will be permitted to operate with less power until such time as materials and equipment are available. In your reply please inform the Commission as to the status of present construction, the earliest date at which you can commence further construction, the approximate date upon which you will be ready to commence equipment tests, and the power with which you can commence operation.

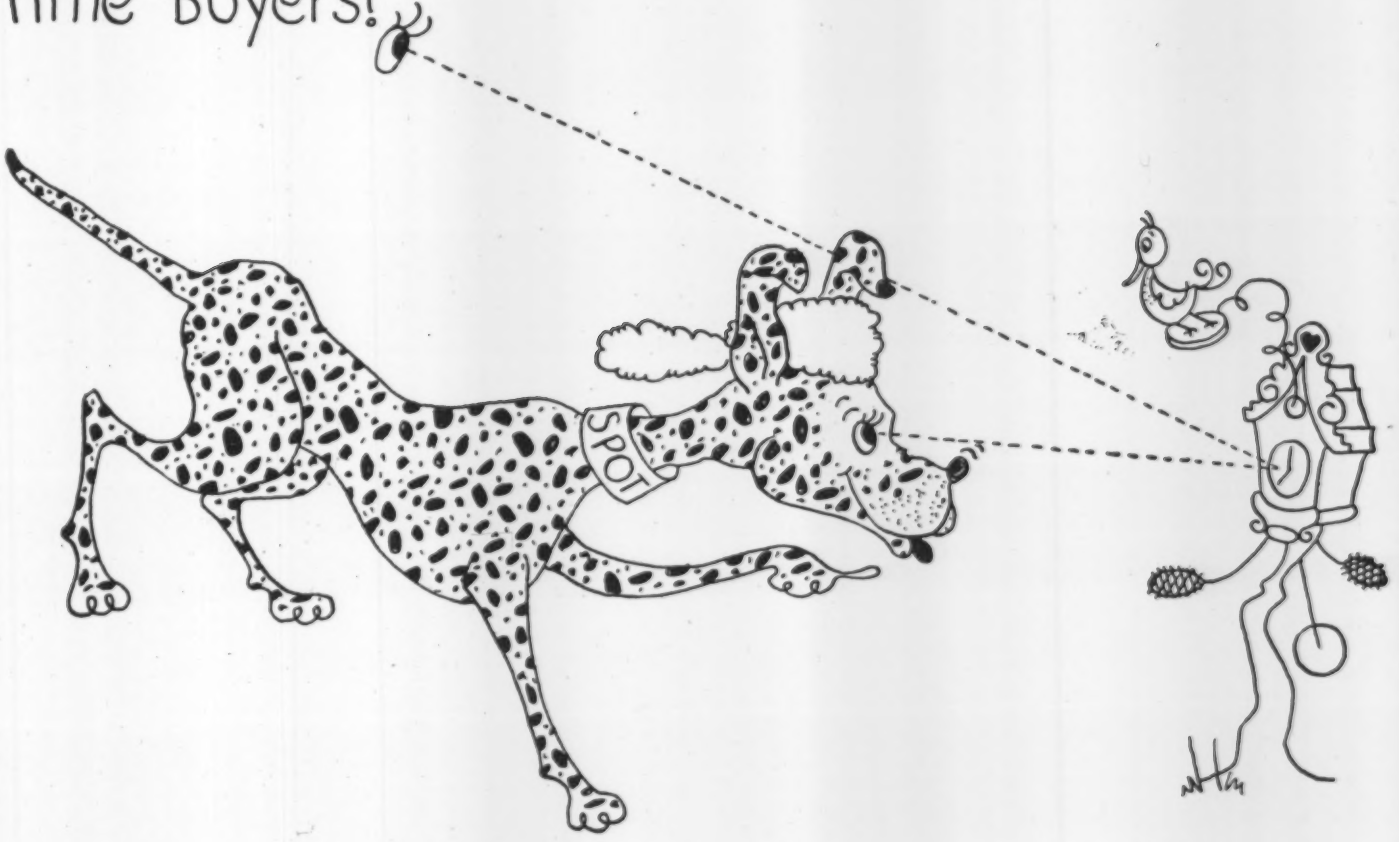
"A copy of the Commission's report setting forth the substance of certain rules governing FM allocation and operation is enclosed for your information.

"In the event you have any objection to your proposed new operating assignment, such objection should be submitted to the Commission on or before Sept. 20, 1945."

## Honesty Pays Off

DIOGENES, here's your man. He's "Honest Einar" Swenson, member of the KDYL Salt Lake City orchestra, and formerly of the U. S. Army Air Forces. On his way to the studio, he picked up a billfold lying in the street. It contained $570 in cash, a $12,000 cashier's check, and 39 C gasoline coupons. Only identification was the name Herbert G. Young on the back of a photo of a Marine captain, his wife and child. After prolonged checking with civic and military police and shore patrol, owner was identified and his father-in-law located. Mr. Swenson was given a $50 reward.

Time Buyers!




# CALL ON "Spot" FOR GOOD HUNTING

| | |
|---|---|
| WEAF | New York |
| WBZ & WBZA | Boston, Springfield |
| WGY | Schenectady |
| KYW | Philadelphia |
| WRC | Washington |
| KDKA | Pittsburgh |
| WTAM | Cleveland |
| WOWO | Ft. Wayne |
| WMAQ | Chicago |
| KOA | Denver |
| KPO | San Francisco |

"SPOT" spelled backwards is "TOPS"—and, seriously, that's the service "Spot" is rendering to many time buyers with spot problems. Maybe he can't *always* flush the exact time you have in mind. But the truth of the matter is that many a well-known advertiser has found that "Spot" is super at turning up something that fills the bill.

For NBC Spot Sales specialists have at their fingertips all the vital facts about spots . . . facts that may open your eyes to some great opportunities.

*Call on "Spot" today for good hunting on one or some, or* all *of NBC's eleven essential stations . . . stations which will deliver your sales messages to 55% of the radio families in the United States . . . families whose buying power is 34.2% greater than the average for the whole country . . . families who buy all kinds of products—fast and often.*

NBC SPOT SALES

New York, Circle 7-8300 . . . Chicago, Superior 8300 . . . San Francisco, Graystone 8700
Washington, Republic 4000 . . . Cleveland, Cherry 0942 . . . Hollywood, Hollywood 6161
Denver, Maine 6211 . . . Boston, Hancock 4261



XUM

# Horne Seeks to Determine Australian Programs Needed

TO FIND OUT what kind of programs American Broadcasters would like to get from Australia in order to assist his country in determining the best postwar use of its shortwave facilities, Robert Horne, news editor of the international radio service of the Australian Dept. of Information during the war, is spending several weeks in America on his way to assume his new post as press attache to the Australian minister in Paris.

Interviewed in New York last week, Mr. Horne told BROADCASTING that during the war Australia's three international stations—one 50 kw transmitter built by RCA in the United States and two 100 kw transmitter constructed in Australia—supplied a three-fold service. One phase was the broadcasting of news and news commentary to friendly and enemy ears in the Far East on a schedule that included four daily broadcasts in English, two in Japanese and one each in French, Dutch, Malay, Chinese and Tai (Siamese), with a daily broadcast in Straits Malay recently added.

Second part of the wartime service was the transmission of news and entertainment to Australian troops abroad, Mr. Horne said. News and news analysis were emphasized with the entertainment broadcasts largely request programs of phonograph records, with an occasional broadcast description of a sporting event.

Third variety of overseas service was information and news broadcast to the United States and England to keep them abreast of Australia's participation in the war and, for a considerable period, of the news of American and British troops stationed there. From early in 1942 until late in 1943 Mutual received a daily quarter-hour divided about half and half between an Australian news summary and interviews with American soldiers, Mr. Horne said, adding that a number of local stations in America received similar or special programs on a more or less regular basis.

### Include Australia News

American includes five minutes of Australian news in its Saturday morning *United Nations Review*. WNEW New York has included two spots from Australia in its *Pacific Newsreel* programs. WLW Cincinnati has regularly used Australian spots in its world news roundups and is continuing them since the end of hostilities with emphasis shifted to political and economic news. WLW has also expressed interest in a feature on Australian farming for its mid-western farm listeners, Mr. Horne reported, adding that he has received a similar request from WLS Chicago.

### KROW Used Spot

KROW Oakland during the war has used a daily Australian news spot and also has made regular use of *Pacific Listening Post*, an analysis of Japanese propaganda broadcasts. The service from down under also supplied material to WTAG Worcester for a week of its *Worcester and the World* series and for a special program broadcast by Louisville's four stations in combination. The broadcast to Louisville included a message from a man-in-the-street in Brisbane to his counterpart in Louisville, a second message from the sports editor of a Melbourne paper to the sports editor of the *Courier-Journal*, and a third from the president of an Australian university to the president of the U of Louisville.

Describing his visit as "purely exploratory"; Mr. Horne said he had talked to a number of American broadcasters during his trip across the country and that he would be glad to hear from others, so that his report back to the Dept. of Information can be as full and specific as possible on what kind of service is wanted from his country. He can be reached at the office of the Australian News and Information Bureau, 610 Fifth Ave., New York, for the remainder of this week. Mr. Horne will make a similar exploration of England before proceeding to his Paris post he said.

## Follow the Beam

PROSPECTORS STILL get lost in the northern Canadian bush. Recently one prospector north of Kirkland Lake, Ont., was located and able to be rescued by following directions broadcast by CJKL Kirkland Lake. The aerial rescue team was able to find him because he had carried a radio receiver.

## Tea Hostess

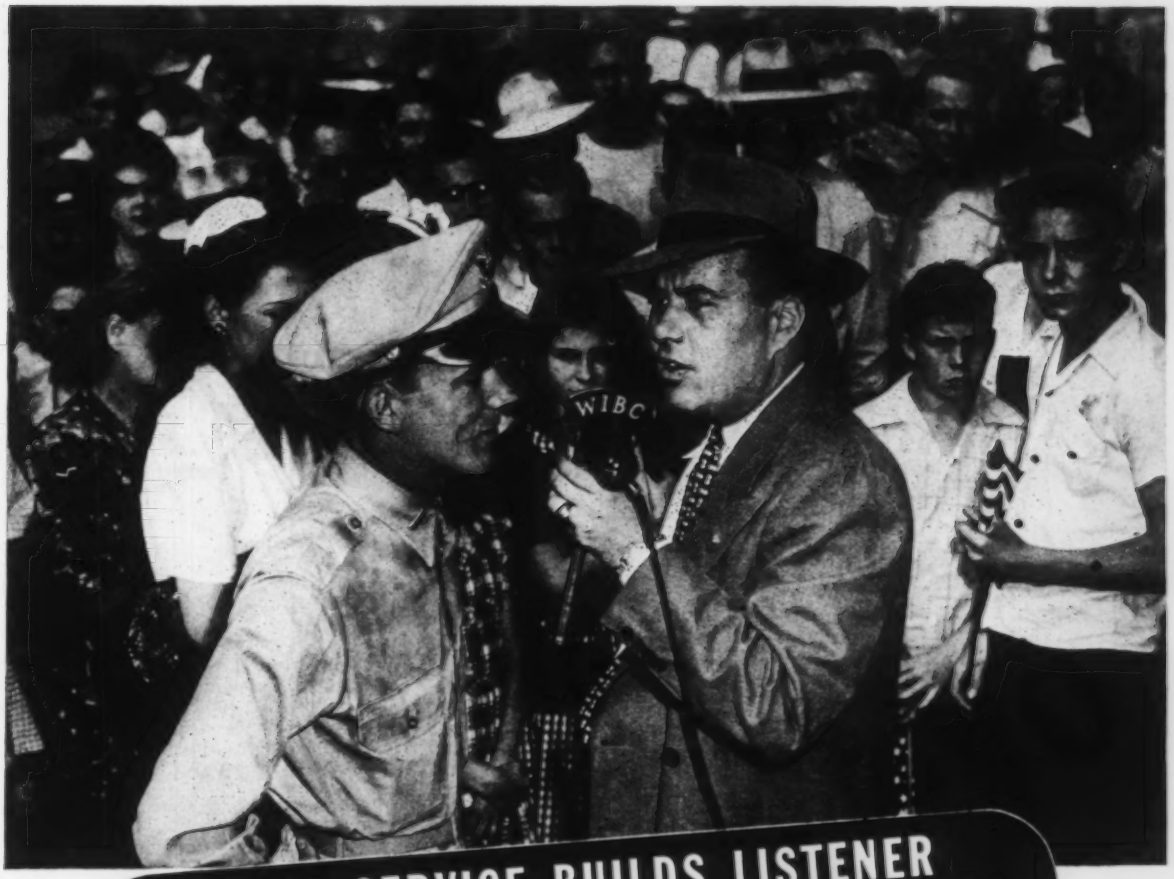
DOROTHY LEWIS, NAB coordinator of listener activities, will be hostess at a tea for women broadcasters on Sept. 14 at Girl Scout Headquarters in New York to solicit their aid in promoting Share-the-Food day, Sept. 18. That day citizens are asked to eat the kind of meals on which millions of people abroad are subsisting and to contribute the difference in cost between this and their regular diets to the foreign funds of one of the organizations co-sponsoring the campaign.

IRWIN JOHNSON, known as the Early-worm on WBNS Columbus, O., has solicited double the $750 needed by patients of Franklin County Tuberculosis Hospital to repair their private radio-address system. Appeals for "an old dirty dollar bill" were made for only a week on morning program.

Reunion
. . . in Philadelphia
WDAS brings G.I. Joe and his sweetheart together in musical memories.
From overseas Joe writes, "Please play our favorite recording of Together. If it's not too much trouble, call Madison 8312 and ask my Suzanne to listen in."
Similar V-Mail requests reach WDAS almost every day . . . all because Joe remembers this station's popular record show. And he knows that nothing is too much trouble at
WDAS
That's why WDAS audiences have been Loyal
for more than twenty years




XUM




# PUBLIC SERVICE BUILDS LISTENER AUDIENCE FOR WIBC ADVERTISERS!

• The new management of WIBC, under the direction of George C. Biggar, has set out to do an outstanding job of audience building.

Getting out in front with the news of important events is one way to catch and hold listeners. People in the Indianapolis area are learning fast that WIBC is always willing to devote valuable station time to the public interest—that we are usually *first* on the air with happenings of this fast moving world.

Within *seconds* after the use of the A-Bomb, Russia's declaration of war, and the Japanese surrender, our announcers were giving the facts to the public. Within *minutes* other WIBC reporters, with portable microphones were broadcasting the reactions of the man on the street. All through that hectic, history making week, the news held precedence over scheduled programs.

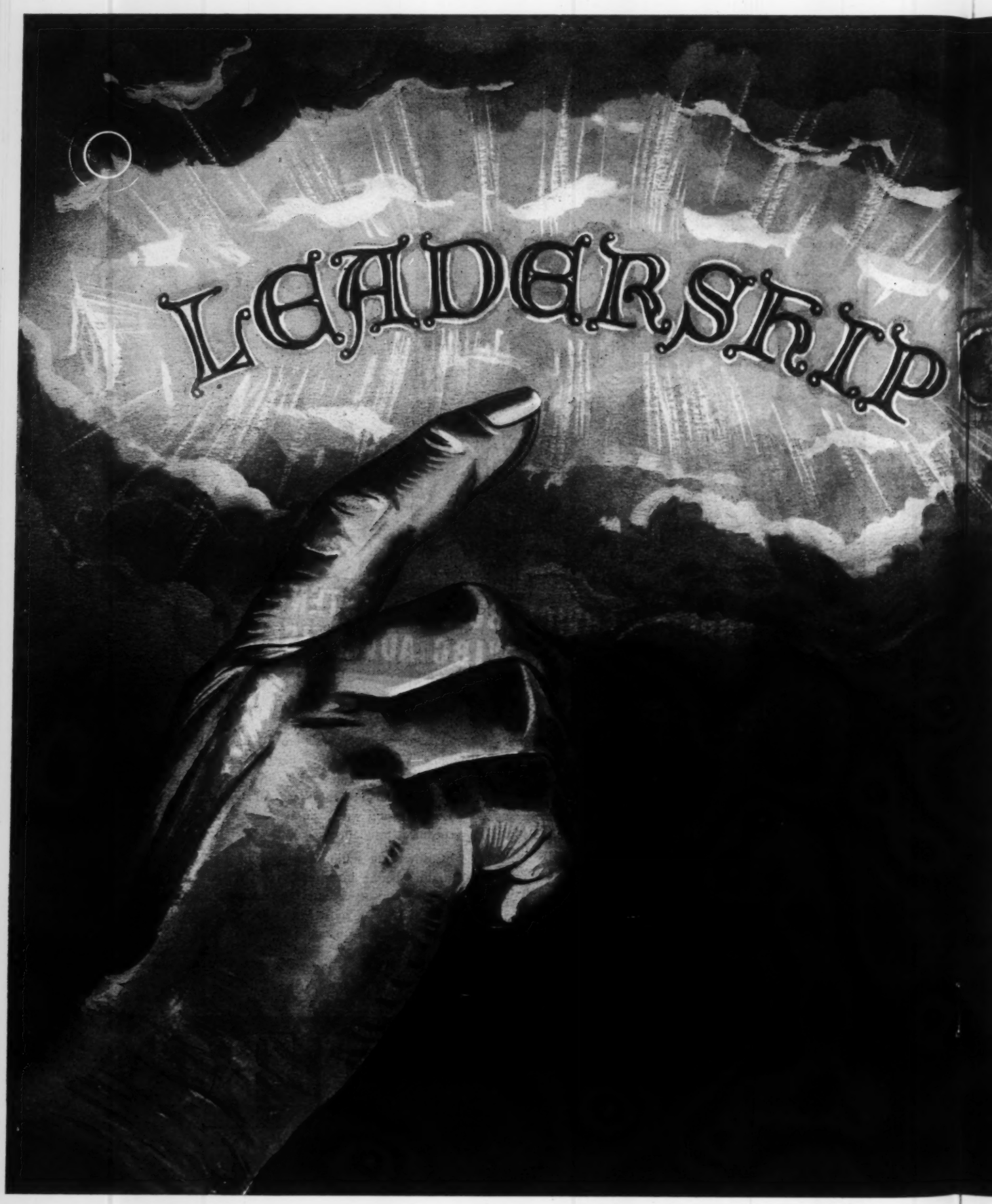
Costly to the station, yes—but this policy is rapidly building better investments for WIBC advertisers. Write direct, or ask any Blair man for further facts about the livest, most aggressive station in Indianapolis.

JOHN BLAIR & CO.—*National Representatives*

*Owned and Operated by the Indianapolis News*

**WIBC**

**MUTUAL'S OUTLET IN INDIANAPOLIS**




XUM

# HARD TO PUT YOUR FINGER ON

It is not always easy to determine just exactly what makes some radio stations fairly beam with leadership. We mean the brand of leadership that cannot be wholly measured by: "Are you listening to your radio?" or other accepted listener yardsticks.

Not always can you put your finger on just what sends some non-network stations out in front or what gives some network stations ratings far above national averages.

EXCEPT —

that alert and skilled management springs from a quality of thinking that builds great successes. And this by properly assembling every tangible and intangible detail into a purring thing of intelligent motion. There is the "team", too, with its individual initiative and pride of performance that pulls so far away from the commonplace.

Eighteen years of pooled management experience and loyal "team" play, have given Fort Industry Company radio stations such a brand of leadership—and of course, the signs of leadership that you can put your finger on, are there, too!

## THE FORT INDUSTRY COMPANY

**WSPD**
5,000 Watts and NBC
TOLEDO, OHIO

**WAGA**
5,000 Watts and American
ATLANTA, GA.

**WWVA**
50,000 Watts and American
WHEELING, WEST VA.

**WMMN**
5,000 Watts and Columbia
FAIRMONT, WEST VA.

**WLOK**
250 Watts and NBC
LIMA, OHIO

**WHIZ**
250 Watts and NBC
ZANESVILLE, OHIO

**WGBS**
10,000 Watts and American
MIAMI, FLA.

*If it's a Fort Industry Station, you can Bank on it!*

A FORT INDUSTRY STATION



XUM

## Editorial

# The Issue: Face It

THE ISSUE on Government interest in station programming now is clear.

It was clarified Sept. 2 by Chairman Paul A. Porter of the FCC in an address over CBS. There is additional enlightenment in Mr. Porter's bylined article, "Radio Must Grow Up", in the current edition of *American* magazine.

The issue was made clear in the dissenting opinion of Commissioner Clifford J. Durr "Re Amendments to Rules of Practice and Procedures Governing Public Inspection of Records" (Aug. 3).

The issue: Are American radio programs satisfactory to the American public?

Both Chairman Porter and Commissioner Durr conclude that they are not. Both admit, however, that the conclusions of the FCC on the matter should not govern station program deportment. Chairman Porter does this directly. Commissioner Durr admits it tacitly.

In his Sunday broadcast and in his magazine article, Chairman Porter pleads for accelerated public criticism of programs. The latter article provides such reassuring quotes as these:

"I believe in the American system of broadcasting."

"There is scarcely a whisper of support in America for a Government-owned system (of broadcasting)."

In his dissenting opinion of Aug. 3, Commissioner Durr pleads that all Commission records—including financial statements—should be open to public inspection. "It seems to me that the Commission's action in these proceedings must necessarily turn upon the answer to a question concerning the fundamental nature of radio broadcasting. Is it essentially private business tinged only with such public interest as may flow as an incidental by-product of profit-making operations, or is it essentially public business? If it is the former, the information required pursuant to Secs. 1.301 and 1.302 is private information and it does not seem to me that the Commission itself has any right to demand it. If it is the latter, the Commission is entitled to full information and I can see no reason why information available to the Commission should be shielded from public scrutiny except as required by clear considerations of national security."

Commissioner Durr, whose keen interest in American programming is well known, further states: "Broadcasters are strongly insistent upon a maximum of regulation by the public and a minimum of regulation by the Government. They should not at the same time seek to conceal from the public information essential to intelligent public regulation."

This, then, as noted directly by Chairman Porter and indirectly by Commissioner Durr, is a matter between American broadcasters and their listeners. So let it rest on that basis. Let American listeners bespeak their dissatisfaction, if such they have, with American radio—not to Congressmen and the FCC but, as Chairman Porter advises, to "the stations, networks and sponsors". Let there be an end, now and forever, to carefully phrased critiques by the Commission; to back-street audience reaction surveys; to secrecy-cloaked internal investigations at the FCC.

If the public wants to examine station records in order to satisfy itself that broadcast programs are satisfying to the ear, let's hear sufficient public clamor to impel such a policy. Will the public also want to examine newspaper balance sheets in order to evaluate its preferences among the various daily journals?

Now that the road is more clearly marked, it becomes the duty of every broadcaster to review his program structure, removing from it any fare that might embitter the listening public. He should redouble his efforts to improve his overall schedule, attaining a wise balance of entertaining and informative productions.

Here is the defense against unfair Government regulation—for the public, not the FCC, is now the acknowledged arbiter.

This is as it should be. It is a pleasure to join with the Commissioners in urging listeners to express their opinions.

# Future in Frequencies

YOUR attention is called to a special article in this issue (page 20) by Dr. Victor J. Andrew.

Dr. Andrews looks at the map and devises a formula, based on retail sales, for determining the station potential in numerous American markets. He admits that there are loopholes in his formula. But the study, nevertheless, makes interesting reading in these times, when all of us are wondering where we go from here.

# Time—the Essence

NO MORE dramatic history was ever made than the proceedings on the veranda deck of the USS *Missouri* on the night of Sept. 1 when Japan formally surrendered to the United States.

Through the medium of broadcasting, the world was given an eyewitness account of the proceedings. The air medium served as the personal representative at the peace table of every man, woman and child within range of a radio set.

The original draft of the broadcast setup for the proceedings provided for a live pickup from the *Missouri*, with a speech by President Truman interpolated between the signing and the talks by Gen. MacArthur and Adm. Nimitz. Because the *Missouri* had only one suitable transmitter, a pooled broadcast was inevitable.

Somewhere along the line—somewhere in the Pacific—the plan went awry. Instead of a live broadcast, a recorded version was fed to the world an hour-and-a-half after the actual proceedings. Technical problems and need of censorship were the reasons assigned officially.

Radio's primary impact as a news medium is based on the fact that it reports instantaneously—tells an eyewitness account of history as it is made. Surrender of Japan ranks among the top events in history.

But other important events will happen. Radio will be at the scene to tell the story. It should tell that story as it happens and not submit to delays.

It would be interesting to know just what caused the change in plans—technical difficulties, security, or perhaps outside pressure.

# Our Respects To —

**DONALD MANSON**

WHEN the Canadian government attends any international radio conference, one of its delegates is certain to be quiet-spoken, unassuming Donald Manson. He has been attending international conferences as a technical expert for nearly two decades, and knows most of the world's important radio men. Since his appointment in September 1944 as assistant general manager of the Canadian Broadcasting Corp. frequent trips have kept him in close touch with broadcasting officials, both government and private, throughout the Americas. Years ago he learned Spanish so he could converse with Latin-Americans in their own language, a factor which he stresses as important in fostering closer broadcasting relations with the industry in Central and South America. He is now attending the Third Inter-American Radio Conference at Rio de Janeiro.

Born in Wick, Scotland, in 1888, Donald started in radio in 1906 and took part in the first trans-Atlantic transmissions, working with Marconi at Glace Bay, Nova Scotia, after his arrival in Canada in 1907. For the next eight years he was with the Canadian Marconi Co. on trans-Atlantic and ship communication work, and in 1915 the Canadian government asked him to become inspector of radio. From 1916 to the end of the First World War, Manson was radio communications officer with the Royal Canadian Navy, and in 1919 came back to Ottawa to become chief inspector of radio for Canada.

During the next ten years Manson drafted most of the radio regulations for the Dominion and began to attend international conferences as a Canadian technical delegate at London, Madrid, Washington, Mexico City, Santiago de Chile and Havana. In 1929 a Royal Commission was appointed to study broadcasting in Canada. Manson was made secretary of this three-man commission, of which the present general manager of the CBC, Dr. Augustin Frigon, was a member. The Commission held hearings throughout Canada, toured the United States and most of western Europe and Great Britain. The result of its study was a report on the nationalization of broadcasting on somewhat the basis on which broadcasting now operates in Canada.

After his work on the Royal Commission Donald returned to Ottawa to become assistant controller of radio in the Department of Marine. When the CBC was formed in 1936 Manson was offered the post of chief executive assistant to General Manager Gladstone Murray, who was brought to Canada from the British Broadcasting Corp. Dr. Frigon became assistant general manager. As CBC exec-

(*Continued on page 50*)

# Another "Why" for Dials Staying KOIN-Conscious

**CHESTER R. DUNCAN** is the founder-director of KOIN's Duncan Singers. His background is knee-deep in music. Formerly supervisor of music for Portland public schools, he studied in Europe and took his degrees in music at the University of Washington. Known as an exacting drill-master, he rehearses his 20 singers for hours at a time. He has developed them into the Northwest's first distinctive chorus particularly adapted to radio performance. He often serves at public functions in a dual role—as toastmaster, or speaker; as director of The Duncan Singers or leader for community singing.

## ...THE DUNCAN SINGERS!

Applause is not enough for THE DUNCAN SINGERS of KOIN. They're used to having crowds jump up and cheer 'em loud and long whenever they make a p.a. It's in the record that this distinctive group has brought enthusiastic audiences to their feet at War Bond rallies, a Chamber of Commerce "KOIN Day", an NAB district banquet and other events. Also to be taken into account is the prestige the singers have won as a broadcast feature. They have "clicked" with listeners ever since their debut with SONG OF THE COLUMBIA . . . the KOIN series that drew a George Foster Peabody Citation. You may have heard THE DUNCAN SINGERS on their CBS network appearances (two to date). If not, we hope you will real soon . . . for one of their songs will tell you more than pages of copy.

## ..."For the Community!"

**KOIN** CBS

**PORTLAND, OREGON**

FREE & PETERS, Inc.
NATIONAL REPRESENTATIVES

## MANAGEMENT

Mr. Geehan

Mr. Clarke

**NORAN E. KERSTA**, former manager of the NBC television department, recently discharged from the Marine Corps, returns to that department in an executive capacity Oct. 1.

**FIN HOLLINGER**, general manager of KDB Santa Barbara, and past-president of the Santa Barbara Ad Club, has been appointed program co-ordinator of the latter organization.

**ED. J. BROMAN**, former sales manager of KSL Salt Lake City, has been appointed v-p and general manager of Universal Broadcasting Co., Hollywood, a regional net of KSFO San Francisco and KPAS Pasadena. He is past president of Salt Lake City Advertising Club.

**W. W. RICHARDSON**, secretary-treasurer of the Radio Manufacturers Assn. of Canada and patent pools, has been named secretary-treasurer of Rogers Majestic Ltd. He will retain for the time being his post as secretary-treasurer of the Canadian Radio Technical Planning Board.

**JERRY GEEHAN**, sales manager of KMO Tacoma, has been appointed station manager. **JOHN K. CLARKE**, KMO traffic manager, has been named manager of KMO's sister station, KIT Yakima. **JAMES A. MURPHY**, who has been manager of both KMO and KIT is now assistant to **CARL E. HAYMOND**, owner of the station, and general director of all Haymer operations.

**HARRY C. KOPF**, v-p and general manager of NBC's central division, Chicago, and Helen Hogue, former account executive for Russel M. Seeds Agency, Chicago, were married in Chicago.

**LEWIS ALLEN WEISS**, v-p and general manager of Don Lee Broadcasting System, Hollywood, and **WILLET BROWN**, v-p and assistant general manager, following two-day New York MBS board meeting, will confer with network Washington attorneys before returning to Hollywood Sept. 18.

**HARRY HAYS**, assistant to NBC New York v-p and business manager of Radio-Recording Division, is in San Francisco after Hollywood conference with Sidney N. Strotz, network western division v-p.

**SAMUEL PALEY**, father of William Paley, president of CBS and a director of the network, is recuperating in Temple University Hospital, Philadelphia, where he underwent an operation.

## U. S. Chief User Of Radio in S. A.

### Democratic Influence Ousts Fascists, Josephs Writes

LATIN AMERICAN radio was European in taste 10 years ago, and influenced by Nazi-Fascists, but today, upon its 25th anniversary, radio in Latin America is definitely of the New World, and shows the influence of the democracies. Today the United States is the chief time user and revenue producer, according to Ray Josephs, newspaper correspondent in Latin America who recently returned to this country.

In an article in the September issue of *Inter-American Magazine*, Mr. Josephs says that the Nazi-Fascists' use of radio in Latin America to sell intolerance, prejudice, and hatred to the countries south of the border has been outwitted by the U. S., and today hemisphere cooperation has been established between the U. S. and Latin American countries, largely through radio means.

A wide variety of programs are tuned in by the 4,500,000 radios in Latin America. Radio is a commercial enterprise there as it is in the U. S., with commercials paying the bill. Favorite programs of Latin Americans are news broadcasts, mostly based on U. S. or British reports, soap operas, local music, local humor, and sports, Mr. Josephs reports. Most programs on small stations are musical recordings, with some of the larger stations developing live shows.

Leading stations are in the countries' capitals, and the best stations in Latin America equal our best independent stations, he says. Latin American radio generally is in the stage that the U. S. was in 15 years ago, but with more radio sets expected to be purchased in Latin countries within the next few years, programs are expected to improve.

Government control of radio varies in each country, with strongest control exercised by Argentina and Brazil at the present time, according to Mr. Josephs.

## Mesereau Interview

MAJ. THOMAS A. MESEREAU, commander of the 3rd Battalion, 188th Regiment of the 11th Airborne Division, which formed a guard of honor for Gen. MacArthur's arrival in Japan, was interviewed Tuesday evening on *Headline Edition* on American, one of the first returning eyewitnesses of the Japanese surrender broadcast.

## COMMERCIAL

**FRANK McCARTHY**, account executive, has been named sales manager of KSL Salt Lake City, succeeding **ED. J. BROMAN** who resigned to join Universal Broadcasting Co., Hollywood, as v-p and general manager.

**C. E. STEVENS** will continue in his present capacity of assistant sales manager of KSTP Minneapolis-St. Paul, following appointment of **MILLER ROBERTSON**, named general sales manager. In addition, Mr. Stevens will have duties in regional sales.

**LEWIS H. BRAND**, recently released from the armed forces, is now a member of the advertising staff of WHBQ Memphis.

**ARCH L. MADSEN**, assistant to **IVOR SHARP**, general manager of KSL Salt Lake City, has been appointed director of commercial operations, a newly created post.

**JOHN HENRY SCHLACHT**, former sales manager of KFBK Sacramento, has been appointed sales manager of KSFO San Francisco.

**GLADYS FERGUSON**, former traffic manager for American's Chicago office, has transferred to KGO San Francisco to become secretary to **KIRK TORNEY** and **FRANK McHUGH**, American sales representatives.

**ONEIL INMAN**, with discharge from Navy, has been appointed American Western division morning traffic supervisor, replacing **JOE GLIDER** who resigned to freelance at writer-producer.

**ED BARKER**, NBC Western division account executive, has resigned. He and associates are applying to the FCC for frequency assignments and construction permit to erect a new station in San Jose, Cal.

**BURTON HOWARD**, eastern Ontario dance orchestra leader, has joined CKSF Cornwall, Ontario, as salesman.

## School Video

FIRST experiment in adaptation of television to classroom education will start in New York schools with the reopening of school this fall when school officials and television experts will produce a weekly program over NBC's television station WNBT New York. Program is designed to determine types of television programs most suitable for educational purposes, and will be evaluated by pupils and teachers at receiving studios.

## Respects

(*Continued from page 48*)

utive Donald frequently visits broadcasting executives in New York and Washington. He makes it a point to renew acquaintanceships with his friends in official posts there. He journeys to Mexico and the West Indian republics with regularity to discuss mutual broadcasting problems and to promote a greater exchange of programs with those countries. He is host in Canada's name as well as his own when broadcasters and officials come to the Dominion from all parts of the world.

When not busy with broadcasting problems from his office overlooking the Parliament buildings and the Peace Tower on Ottawa's Wellington Street, he is gardening or entertaining servicemen at his home in suburban Ottawa. He is married, has one daughter, and collects books and antique boxes.

"YES, THEY FLY! ONE'S BEEN 23 YEARS ON THE AIR"

Yes, we're proud to say that the Swan Store For Women, Fargo, has broadcast to the Red River Valley over WDAY, six times a week, every week for twenty-three years!

When a local advertiser who's thoroughly familiar with a station's selling power remains so loyal, what better evidence of result-getting could that station offer? Well, WDAY has *eighteen* "locals" who have been with us, *steadily*, from 10 to 23 years!

WDAY, INC.

N. B. C.

FARGO, N. D.

970 KILOCYCLES . . . 5000 WATTS

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

JOHN BLAIR & COMPANY

Whether you're advertising cereals or soaps . . . *Spot Programs* are *excellent "spots" for you.* And if you want to sponsor soap opera or grand opera . . . Spot Programs will do the job! For these programs aren't merely spot announcements—they are complete programs of *any* kind . . . and *any* length . . . on *any* station . . . in *any* market selected by you.

*Many of these programs are available.* They'll sell for you, because they're conducted by popular station personalities who have already proven their ability to sell for others.

Investigate Spot Programs while there are still good availabilities.

Talk to a John Blair man today!

REPRESENTING LEADING RADIO STATIONS • OFFICES IN CHICAGO • NEW YORK • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

## Ads Worth Billion

AMERICAN business contributed more than a billion dollars worth of advertising space and time to support the job of telling people what was needed to speed victory, James W. Young, chairman of the War Advertising Council, New York, told business leaders all over the country in a V-J address Sept. 4. Organized information programs for War Bonds, food, the armed services, conservation and salvage helped preserve democratic American precedures at a critical time in the U. S., Mr. Young said, and advertising helped bring about swift, direct action in crisis after crisis.

## Uncensored

TO Arthur Feldman, London correspondent for American, went the honor of sending the first uncensored radiogram in six years, when censorship was lifted Sept. 2. Message, addressed to the American newsroom in New York, read: "The only thing is that there is no hot news here at the moment, but I don't care. No more censors. Hooray!"

KTOH Lihue, Hawaiian Islands, 250 w on 1490 kc, joined CBS Aug. 15 as the third station in its Hawaiian group.

TOMORROW'S CUSTOMERS ARE LISTENING TODAY
Today their main interests are fun and school. Tomorrow they'll be homemakers—somebody's prized customers in the prosperous Dayton and Miami Valley market.
Make them yours by building goodwill for your company's products or services now . . . with regular reminders over their favorite local station WHIO.
NEWS: UP, INS, PA PLUS CBS' BEST
WHIO
5000 WATTS
BASIC CBS
G. P. Hollingbery Co.
Representatives
Harry E. Cummings
Southeastern Representative
1290 ON THE DIAL
DAYTON, OHIO


# AGENCIES

**DAVID HALE HALPERN** has resigned as v-p and general manager of Henry Souvaine Inc. to become v-p in charge of radio and television for Owen & Chappell Agency, N. Y. He is also v-p of the American Television Society.

**HAROLD F. STANFIELD Ltd.**, Montreal agency, has opened a London, England, office at 10 Sackville Street, with William J. Fernau as managing director. The agency will place British and European advertising in Canada.

**EDA CLAIRE MAXWELL**, space buyer of Smalley, Levitt & Smith, Los Angeles, and Lt. (j.g.) George R. Stene were married Aug. 13.

**JOHN WATERMAN**, discharged from the Army after three years in South Pacific, has joined Philip J. Meany Co., Los Angeles agency, as production manager, space and timebuyer. He succeeds **WILLIAM R. MATHEWS**, resigned.

**ARTHUR W. (Tiny) STOWE**, has acquired interests of his associates in Coast Western Adv., and changed name of Los Angeles agency to Arthur W. Stowe Adv. Firm is headquartered at 672 S. Lafayette Park Place. Telephone is Drexel 8138.

**G. ALEC PHARE**, radio director of R. C. Smith & Son, Toronto, has been appointed to the board of directors. He has been with the agency as account executive and radio director since 1932.

**FRANK CALLAHAN**, member of the sports department of the Philadelphia Record, joined the advertising and promotion department of RCA-Victor in Camden, N. J.

**COL. W. G. ABEL**, recently discharged from the Canadian Army, has returned to Great Britain to take charge of the London office of MacLaren Adv. Co., a post he held before the war. **JAMES FERRES** has been appointed v-p and assistant general manager of MacLaren Adv. Co., Toronto.

**AUGUST J. FRIES**, former art director of the merchandising department of General Electric Co., Bridgeport, has joined Roy S. Durstine Inc., N. Y., in same capacity.

**MUSIC HALL THEATRES**, Los Angeles (first run chain), has appointed Allied Adv. Agencies, that city, to handle advertising and is using spot announcement schedule on local stations.

**FOOTE, CONE & BELDING** has been appointed as the agency for corporation being formed by Ed. H. Jenanyan, former western division general manager of Planters Nut and Chocolate Co., and fifteen of that company's former production and sales executives.

**GEORGE DEON ROUTH**, active in Pacific Northwest radio, and during war associated with Boeing Aircraft Co., has been appointed Seattle manager of Allied Advertising Agencies. **GRANT MERRILL** continues as Northwest production manager. **DONALD T. RALPH** has been named production manager for San Francisco office, with **VICTOR UEBERROTH** resuming his post as assistant manager in that city.

**DON WOOD**, formerly assistant manager, printing division of Conners-Joido Co., has been made production manager of Hixson-O'Donnell Adv. Co., Los Angeles.

**JOHN TAYLOR**, for three years with the Red Cross Ambulance Service in the South Pacific and before that with Pedlar & Ryan, New York, has joined Dancer-Fitzgerald-Sample, New York, as radio supervisor on "Woman of America" on NBC and "Perry Mason" on CBS, both sponsored by Procter & Gamble Co., Cincinnati (Spic and Span).

**ROY SWANFELDT**, executive of Foote, Cone & Belding on Southern Pacific Co. account, has been shifted from San Francisco to Los Angeles office.

**JULES MIREL** of Mirel Adv. Agency, New York, has associated with Robert Isaacson Assoc. in a new firm to be known as Mirel-Isaacson Assoc., New York, located at 92 Liberty Street, phone Beekman 3-2496. An experimental television department has been set up under supervision of Robert Isaacson.

**HENRY KLEIN**, after two years with the Merchant Marine, has returned to Philip Klein Advertising Agency, Philadelphia, as publicity director.

**DANA SWAN** has been made production manager and art director of Columbian Adv., Los Angeles agency.

**CLEONE POTTENGER**, secretary to **C. L. McCARTHY**, manager of KQW San Francisco, and also in charge of sales traffic for that station, has been appointed Northern California manager of Homer Griffith Co., stations representatives.

**S. D. HESSE**, formerly v-p and director of advertising, promotion and merchandising of Schenley Distillers Corp., has joined Peck Adv. Agency, New York, as v-p and member of the board of directors.

**RUPERT LUCAS**, former producer for "March of Time", has been named program supervisor for Young & Rubicam, N. Y.

**NORTHERN ILLINOIS Corp.**, DeKalb Ill. (finance service), has named Howard H. Monk & Associates, Chicago, to handle newspaper, billboard, carcard and direct mail media. Agency will also act as sales promotion counsel.

# ALLIED ARTS

**WILLIAM BROCKWAY** has been named chairman of Affiliated Committee for Television, Hollywood, with newly appointed executive board. Representing affiliated guilds and unions are Sarah Selby, Charles Clarke, George Bau, Sheila O'Brien, Art Daly, Robert Shayne, Virgil Ross, Norman McLeod, Earle Harper, Doris Synder, Malcolm Bert, Dorothy Hughes, Ben Barzman. Completing blue-prints on sub-committee activities, ACT has planned creation of 16 mm. film utilizing television techniques for study by affiliated guilds and unions.

**THE CANADIAN Broadcasting Corp.'s** monthly staff publication, Radio, has moved its editorial headquarters from Montreal to Toronto, and editor Frank Segee will be located at CBC House, 354 Jarvis St. Associate editor Leon Lorrain will continue to get out the French edition in Montreal.

**ROBOLITE**, electronic nite lite designed to operate on AC or DC current, is being manufactured by Universal Microphone Co., Inglewood, Cal. Jackson M. Kling, East Orange, N. J., is sales representative for mail order houses and chain stores.

**DAN LUNDBERG**, CBS Mexico City correspondent, has resigned to do freelance writing. Combining network duties with those of radio director of Office of Inter-American Affairs, Mr. Lundberg covered Chapultepec Conference for CBS and UNCIO as Latin American news analyst. He is author of 52-week dramatic radio series sponsored by General Electric in Mexico City.

**ELI OBERSTEIN**, New York manager of RCA popular artists division, is on the West Coast for conferences with Victor Record artists.

**GERALD KING**, president of Standard Radio, national music library service, and Muriel Anne Salisch were married in New York on Aug. 17.

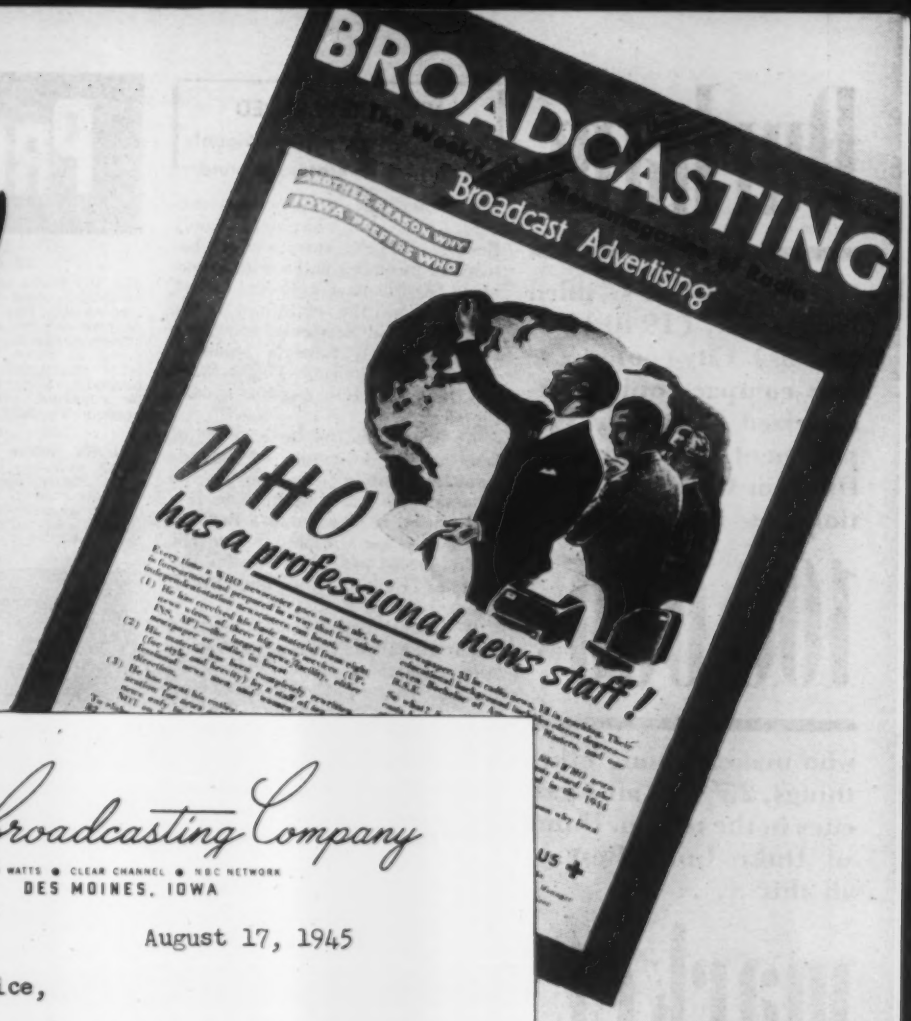
**ARMINA MARSHALL**, administrative assistant to the directors for general Theatre Guild activities, has been named executive director of the organization's radio department, and will serve in a dual capacity. She will supervise "The Theatre Guild of the Air", a series of dramatic programs sponsored by U. S. Steel Corp., New York, American, Sun.-10-11 p.m.

**GEORGE G. FELT** has been appointed advertising and sales promotion manager of the American Transformer Co., Newark, N. J. During the war, he was personnel director in the Paterson plant of Wright Aeronautical Corp.



XUM

# WHO does a superb news job in Iowa




WHO Central Broadcasting Company

50,000 WATTS ● CLEAR CHANNEL ● NBC NETWORK
DES MOINES, IOWA

August 17, 1945

Mr. Barry Faris,
International News Service,
235 E. 45th St.,
New York, N. Y.

Dear Sir:

Just a word from WHO congratulating you on a very thorough, accurate and ahead-of-the-field service covering the whole surrender period. The WHO News Bureau has long valued the coverage and service from your Des Moines INS Bureau and your general service. However, in those intense and long hours before the final surrender break came, we wore a path to the INS printers to see what William Hutchinson was carrying, to catch the latest note to editors enabling us to schedule more tightly, or to pick up an illuminating background angle. We valued INS extremely for holding the gun until authenticity justified a break, and also for breaking stuff earliest.

Yours very truly,
WHO - DES MOINES

M. L. Nelsen
Managing Editor News Bureau

. . . and here is the kind of job *I.N.S.* does for WHO

# INTERNATIONAL NEWS SERVICE

# Durham

**North Carolina's third largest city. (1940 U. S. Census.) City-county are one compact unit characterized by steady employment. Estimated Durham County population now is . . .**

# 100,000

**who make, among other things, 25% of all cigarettes in the nation. Home of Duke Univ. Best of all this . . .**

# market

**can be air-dominated at 250 watt rates over Durham's only station. Tap Durham's pent-up consumer demand now by increasing your sked on**

# WDNC

**Owned By Durham Herald-Sun Papers**

**Represented by Howard H. Wilson Co.**


## VIGIL REWARDED

### WCSC Scriptwriter Signals Returning Operator Husband

FROM her office window overlooking Charleston harbor, Sandy Gookins, WCSC scriptwriter, has scanned incoming ships with binoculars for the past year-and-a-half, hoping to see the white hull of the hospital ship *Seminole* nose into its home port. Sandy's husband, CBS West Coast radio singer Warren Gale, is a radio operator aboard the ship.

At 5 a.m. in the latter part of last month, a couple of friends awakened Sandy to inform her the *Seminole* was coming in. The trio raced down to Charleston's Battery in time to see the ship pierce the darkness and head up-river for the Port of Embarkation and Stark General Hospital.

With an ordinary-sized flashlight Sandy signalled from shore: "*Seminole—Seminole.*"

Army Signal Corps Radioman Gookins (professionally Warren Gale) picked up the signal instantly and blinked back: "*Seminole*—who is this?"

"This is Sandy," the return flash read.

In strictly unorthodox Signal Corps code came the reply: "My God . . . this is wonderful. What a surprise . . . Sandy, I'm home."

Sandy still has one more vigil to keep from the WCSC windows. Her husband has one more trip to make on the mercy ship and then they hope he will be home for good.

## North Central Buys Joe Palooka Rights

EXCLUSIVE radio rights to "Joe Palooka", popular Ham Fisher comic strip character, were purchased this week by John Boler, president of North Central Broadcasting System and Mississippi Valley Network, from Graphic Radio Productions, Omaha.

The series will be offered on transcription five times weekly with Cars Swenson as "Joe" and Lee Dixon, star of *Oklahoma*, as "Leemy". The program will not be released until writers can get "Joe" cut of uniform and back into civilian life, which should be not later than Oct. 1, according to Bill Ware, NCBS sales manager.

Officials of NCBS and Mississippi network held a two-day conference, Sept. 6-7, in Chicago to decide major policy and sales promotion details preparatory to inauguration of Mississippi Sept. 29. Attending were Mr. Boler; Arthur Simon, national sales manager; Donn Clayton, vice-president in charge of NCBS Minneapolis-St. Paul office, and Mr. Ware. Final arrangements for transcribing *Mississippi Valley Farm Hour*, rural one-hour show produced by NCBS at WLOL Minneapolis were made and the show will open the new network's inaugural broadcast.

# PROMOTION

### All the Tricks

ALL the tricks of an old-time political campaign—mass-meetings, placards, give-aways, and the rest—are being dragged out for the annual election of officers of the Crosley Square Club, composed of more than 400 employes of WLW Cincinnati. Up-N-Atom ticket is headed by Roger Baker, director of public relations, with Solid Seven ticket headed by Bill Thall, talent staffer.

### Cheap

BRIGHT yellow and black folder of KSAN exclaims "59c per 1000 listeners—the lowest cost 1-minute spot announcements in San Francisco". Inside quotes Ross-Federal Research on the subject and further promotes the coverage and cost of using the station.

### Trammell Statement

NBC has reprinted in booklet form the statement of Niles Trammell, NBC president, before the FCC hearing on FM, explaining the network's attitude on the subject, and is distributing it under the title, "Commercial Rules and Regulations for FM Broadcasting".

### Latest on WLAP

NEW FIELD Intensity Coverage map and market data for WLAP Lexington has been issued in a folder put out by the station. Folder shows map and population and radio homes in WLAP primary and secondary coverage, plus WLAP facilities. Back cover contains data on retail sales and effective buying income in WLAP primary counties.

**FAN MAIL** sent by servicemen and others to WSM Nashville is used to trim this window of Strobel's music shop in Nashville. Recordings and songbooks of Opry headliners are on sale in the shop. Display honors WSM's 20th anniversary.

### 'Last Salvo'

"LAST SALVO", a Victory Night broadcast on WADC Akron, heard at 10:45 p.m. Tuesday, Aug. 14, written and announced by Ted Hanna, has been issued in a booklet by the station. Allen T. Simmons, owner and manager of the station, wrote a foreword, Ted Hanna supplied "recollections" in the back of the book. Script was gotten together at the last minute, according to Hanna, and innumerable requests have prompted the booklet version.

### Keeping Up

WALLACE THORSEN organization, New York, has sent to stations in major markets a sheet advertising the quarter-hour transcribed dramatic serial, "Keeping Up With Wigglesworth". Production is under auspices of New Tools for Learning, New York, who offer it to stations as a public service in entertainment and economic education. Series may be locally sponsored.

### PERSONNEL

**STANLEY G. MOUSE**, released from the Air Forces after 256 missions in O-B-1, has been appointed publicity director of WHIO Dayton. He was awarded the Distinguished Flying Cross four times and Air Medal five times.

S. G. Mouse

**LEE HOGAN**, formerly on temporary basis with NBC Hollywood publicity staff, has become permanent member replacing **MARTHA CURRY**, who has resigned to become press representative for NBC "Truth or Consequences".

**BOB MANN** has been named to represent WBYN Brooklyn to trade publications and the New York press.

**RICHARD L. ARMFIELD**, former chief of bureau for Press Association, Indianapolis, has joined the radio division of Agricultural Advertising & Research, Ithaca, adv. and public relations agency.

### Very Solid Construction

READERS are "sidewalk superintendents" of the big construction job pictured on Mutual's folder, "Program Structure Going Up". Fully illustrated by large, New Yorker type cartoon, front cover invites sidewalk superintendents to step inside. There is shown the structure rising, with steel girders named for outstanding programs on the network. Schedule of operation is on a sign on fence. Workers dump "old and slightly used programs" from a truck. Around center picture is legend telling of snaring an architect (Phillips Carlin), surveying the grounds, assembling materials, and commencing construction. Large sign on back cover—on the fence of construction enclosure—prints reviews of the top programs.

### 'Home Forum' Folder

NEWEST promotion piece on the WOWO Fort Wayne "Modern Home Forum" has been sent out to agencies, advertisers and prospects. Piece folds out to feature Jane Weston, director of the "Home Forum", telling of her activities with the program and its listeners. Large center spread of folder has pictures of participants, quotes from clients, and further news of the show. Back cover shows mail response.

A 48-PAGE booklet "Young Canada Listens" has been issued by the Canadian Broadcasting Corp., outlining the school programs on its networks for the school term 1945-46. The booklet described the weekly series on "Our Canadian Cities", "Canada's Part in World Democracy" and "Development of Democracy at Home", a series on Canadian painters, as well as outline of the CBS program "American School of the Air" which the CBC carries, and various programs carried by arrangement with the provincial departments of education.

### WBBM Booklet

BOOKLET titled "It's Unanimous" has been issued by WBBM Chicago which points out that Nielsen Radio Index, C. E. Hooper and the CBS Listener Diary agrees in rating WBBM first in daytime audience in Chicago.



XUM

## Station Managers and Program Directors

## LISTEN TO THIS!

# "NEW WORLD A-COMING"

America's most widely discussed public service program

IS NOW AVAILABLE BY TRANSCRIPTION

to all stations.

"NEW WORLD A-COMING" has won eight national awards, including the coveted $1,000 Bernays Prize within the past year.

This program has brought uniformly favorable comment both in the daily and the trade press. It has been acclaimed by an avalanche of listener mail.

"NEW WORLD A-COMING" offers *you* the opportunity to promote understanding and tolerance in your community, to make scores of new friends, to build ever growing audiences. It offers local or independent stations a series which ranks in technique and production with the best in national radio.

WMCA offers "NEW WORLD A-COMING" as a non-profit venture on a share-the-cost basis. The 1945-46 series of at least 26 half-hour programs starts early in October.

The complete story of this unusual offer will be on your desk shortly. Look for it. Better still, if this ad arouses your curiosity, write, wire or phone Charles Stark, WMCA, 1657 Broadway, New York City, CIrcle 6-2200.

**wmca**

NEW YORK

America's Leading Independent Station

THE SHREVEPORT TIMES STATION
Shreveport, La.

In the Ark-La-Tex Area, KWKH, with its **50,000 Watts** is the No. 1 Medium with full coverage and SELLING POWER in this prosperous market.

The Branham Co


## *GUNNISONS TO TRY NEW TYPE PROGRAM*

FIRST ATTEMPT since the end of the war at a departure from the conventional news presentation is *Mr. & Mrs. Reporter* featuring the husband and wife news team of Marjorie and Royal Arch Gunnison, starting Sept. 17 Mondays through Fridays, 1-1:15 p.m. on Mutual. Format will have Mr. and Mrs. Gunnison in a living room broadcasting informal ad-lib discussions of international and national news.

Mr. and Mrs. Gunnison have been reporting major news events for the last ten years for the *Christian Science Monitor*, North American Newspaper Alliance, *Colliers Weekly* and MBS. In 1942 their search for news landed them in the Jap prison camp at Santo Tomas. Royal Arch Gunnison is also the author of the book, *So Sorry No Peace.*

Program was sold to Mutual by Christopher Cross, public relations director of BBC, who created the series.

## *ACTIVITY OF RADIO COUNCIL INCREASED*

MARKED INCREASE in radio council activity has been noted since the end of the war, according to Dorothy Lewis, NAB coordinator of listener activity and liaison between NAB and the various radio councils. Southern California broadcasters on Aug. 30 approved the formation of a radio council and appointed a committee to work out details with William B. Ryan, general manager, KFI Los Angeles, as chairman.

In Rockford, Ill., the radio council has conducted a weekly series of broadcasts on WROK in which various civic groups have participated. The series has been sponsored by the Rockford Life Insurance Co. Dr. Forest Whan, Wichita University, radio research man and director of the Wichita council, advises that a well-rounded program of activity be lined up for 1945-46 at Wichita. A statewide survey of equipment and of utilization of radio in all Nebraska schools has been undertaken by the Omaha council.

In Cleveland, new president of the council is Mrs. George V. Goodbold, and new president of the Kalamazoo council Dr. Raymond Hightower of Kalamazoo College. Dr. W. F. Dunbar, program manager at WKZO Kalamazoo, has served as organizing chairman in that city.

## Nelson Shifted

LT. JOHN NELSON, former radio director of Raymond R. Morgan Co., Hollywood, and for more than three years in the Navy, has been shifted to American Forces Radio Service, Los Angeles. For past 18 months he has been in the European theater of war, attached to air force of Atlantic Fleet.

# SPONSORS

**THE WANDER Co.**, Chicago (ovaltine), returns "Captain Midnight" to the air Sept. 24 on WGN Chicago and on 111 Mutual stations, Monday-Friday, 5:30-5:45 p.m. (EWT). Remainder of network will carry the program on a cooperative basis. Series was on American before summer vacation. Hill Blackett & Co., Chicago, is agency.

**BOURJOIS Co.**, New York, sponsors of "Romance, Rhythm & Ripley" Thursday 10:30-11 p.m., CBS, switches format Oct. 11 to a dramatic musical-show featuring Evelyn Knight and Danny O'Neill and titled "Powder Box Theatre". Show includes a five-minute vignette with a guest star each week. Agency is Foote, Cone & Belding, New York.

**PARK & TILFORD**, New York (Tintex), on Sept. 8 started using twice-weekly spot announcement schedule on KNX Hollywood. Contract is for 13 weeks. Placement is through Charles H. Storm Co., N. Y.

**MAXWELL Bros. Furniture Co.**, Macon, Ga., has bought a musical transcription series, "A Date With Music", for 26 weeks on WMAZ Macon. Agency is Charles Michelson, New York.

**SEEMAN Brothers**, New York (Air Wick household deodorant), starting Oct. 1 sponsors a thrice-weekly quarter-hour show, "The Missus Goes-A-Shoppin" on WABC New York. Spot radio will be used in key cities. Agency is William H. Weintraub & Co., New York.

**GILLETTE Safety Razor Co.**, Boston (razor blades), starting Sept. 10 sponsors Monday boxing bouts from Madison Square Garden and St. Nicholas Arena on WHN New York, 10 p.m. to conclusion. Gillette also sponsors Friday boxing bouts on American and on Television Station WNBT New York. Agency is Maxon Inc., New York.

**CONSOLIDATED DRUG Co.**, Chicago (Peruna), sponsors "Ted and Wanda" hillbilly duo Mon. through Fri., 4:45-5 p.m. on WLAC Nashville for 26 weeks. Agency is O'Neill, Larson and McMahon, Chicago.

**RUM & MAPLE Tobacco Corp.**, New York, is sponsoring Tues., Thurs., Sat. portions of Clyde Kittell's 7-7:05 a.m. newscast on WEAF New York. Contract for 13 weeks is handled by Al Paul Lefton Co., N. Y.

**STANDARD OIL Co. of New Jersey**, New York (Esso Marketers), Aug. 27 sponsored the NBC television films of Gen. Charles de Gaulle's arrival in New York. NBC's television station WNBT presented the film the same night. Esso Marketers also sponsored the V-J Day pictures taken in New York. Agency is Marschalk & Pratt, New York.

**PACIFIC PILOT**, Los Angeles (flight instruction), is sponsoring daily quarter-hour recorded musical programs on KIEV KPAS KFVD KGFJ with participation in "Make Believe Ballroom" on KFWB. Agency is Dean Simmons Adv., Los Angeles.

**STARKIST Co.**, San Antonio, Tex. (toothpowder, toothpaste, shaving cream), has started weekly 60-minute recorded musical "Name the Band" on KMPC. Firm also sponsors similar programs on KPO San Francisco and KJR Seattle. Contracts are for 52 weeks. Other Western stations will be added. Agency is Elwood J. Robinson Adv., Los Angeles.

**CHICAGO DAILY TIMES** begins sponsorship Sept. 22 of "Kickoff Preview", sports commentary by John Harrington, over WBBM Chicago. Program will be aired approximately 15 minutes before Saturday football broadcasts.

**BOZEMAN CANNING Co.**, Seattle (Pick-Sweet Fruit), Sept. 1 started weekly quarter-hour Wilson Foster's news commentary on NBC Pacific Coast Network. List includes KPO KMJ KFI KGW KFSD KOMO KHQ. Contract for 52 weeks was placed by Ruthrauff & Ryan, San Francisco.

**ANCHOR HOCKING GLASS Corp.**, Lancaster, Ohio, is understood to be planning to bring its weekly "Hobby Lobby" to a number of Canadian stations.

**CHAMP LABORATORIES**, Toronto (Champ cleanser), is starting a weekly half-hour "Scrap-Book" program on CFRB Toronto. Agency is Dickson & Edington, Toronto.

**MARINE ELECTROLYSIS ELIMINATOR Co.**, Seattle, Washington (Red Devil Soot and Carbon Remover), Sept. 17 will place ET and live spot announcements on the following stations: KIRO KOMO KXL KFPY KIDO and the Intermountain and Z networks; also KOA WOW KSTP WEBG WMFG WHLB WEAU WJMC WNAX KRNT WMT WROK. Contract placed through Manson-Gold Agency, Chicago.

**KELLEY KAR Co.**, Los Angeles (used car dealer), with shifting of account to The Tullis Co., Los Angeles agency, is continuing heavy campaign on local stations. Current schedule includes 60-minute Tom Hanlon's midnight program seven times weekly on KNX; twice daily Johnson Family on KHJ; twice daily newscasts on KECA; nightly quarter-hour Old Corral on KFI; daily 15-minute participation in Al Jarvis' on KFWB; daily quarter-hour newscast on KFAC. Firm also contemplates heavy spot schedule to augment present coverage.

**BERNARD ULLMAN Co.**, New York (Bear Brand Bucilla Yarns), has started daily participation in combined "Sunshine Salute" and "Housewives Protective League" on KNX Hollywood. Contract is for 39 weeks. Agency is Grey Adv., New York.

**W. F. McLAUGHLIN & Co.**, Chicago (Manor House coffee), is now sponsoring "Manor House Party" on WMAQ Chicago Monday-Friday, 6:30-6:45 p.m. and one-minute live spots and station breaks on 32 stations in Illinois, Wisconsin, Michigan and Indiana. Agency appointed Sept. 1 is Sherman & Marquette, Chicago.

**DR. T. H. DAVID**, Los Angeles (Better Sight Without Glasses system), has appointed Allied Adv. Agencies to handle advertising, and in a test on Aug. 29 started using a daily five-minute musical program on KPAS Pasadena. Campaign will be expanded to other Pacific Coast stations.

**CHAMBERLAINS SALES Corp.**, Des Moines (Hand Lotion), Oct. 1 begins 52-week station break schedule on WBBM Chicago. Agency is BBDO, New York.

**LEWIS DOG FOOD Co.**, Los Angeles, has increased schedule of transcribed and live programs to three per week on KPAS Pasadena. Firm also uses spot announcements on 15 Southern California stations. Elwood J. Robinson Adv., Los Angeles, is agency.

**A. E. STALEY MFG. Co.**, Chicago (Sweetose, sugar syrup), on Aug. 27 started five-weekly, five-minute transcriptions on KPAS Pasadena. Contract for 13 weeks was placed through Hill, Blackett & Co., Chicago.

**FOREMAN & CLARK**, Los Angeles (chain clothiers), on Oct. 1 starts using participation in combine "Sunrise Salute" and "Housewives Protective League" on KNX Hollywood. Placement is through Botsford, Constantine & Gardner, Los Angeles.

**GALLENKAMP STORES Co.**, San Francisco (shoe store chain), Sept. 22 starts using weekly spot announcement schedule on KFI Los Angeles. Agency is Bruce Eldridge, Adv., San Francisco.

**TAYLOR AUTO Co.**, Los Angeles (used cars), has started daily early morning 60-minute program of recorded music and news, "Taylor Made Melodies", on KFAC, and in addition has a nightly five-minute newscast on KFI, with one per week on KECA. Firm also sponsors a 45-minute Sunday recorded musical program on KECA, and Frazier Hunt—Commentator, five times weekly on KHJ. Contracts are for 52 weeks. Agency is Arthur W. Stowe Adv., Los Angeles.

**LIQUA-ZONE Co.**, San Jose, Cal. (Liqua-Zone All Purpose soap), is planning to use radio in a campaign to promote product. Cosby & Cooper, San Francisco, is agency.

**MUSTEROLE Co.**, Cleveland, has signed a 26-week contract for newscasts on WBBM Chicago, Monday through Friday, 3:55-4 p.m. (CWT). Agency is Erwin, Wasey & Co., New York.

**G. N. COUGHLIN Co.**, Orange, N. J. (Chimney Sweep), Oct. 1 begins 13-week spot schedule over WBBM Chicago. Agency is Williams & Cleary, Chicago.

VOICE OF THE
SOUTH PLAINS OF TEXAS
1340 ON THE DIAL

# KFYO

LUBBOCK, TEXAS

## LUBBOCK, TEXAS IS ONE OF YOUR BEST POST-WAR TEXAS MARKETS!

KFYO's $167,892,000 effective buying income is a *permanent* market — a market which is the hub of a vast territory comprising twelve West Texas Counties, known as the South Plains of Texas Area. Dairying, grain, wide wholesale and retail distribution, oil production, poultry raising, and cotton unite their vast revenue-producing power to make Lubbock, Texas one of your best postwar Texas Markets.

So — the time is NOW to get a corner on this rich market . . . with KFYO — the only station dominating this area with a consistent clear signal.

AFFILIATED WITH
AMERICAN BROADCASTING CO.

MEMBER OF
LONE STAR CHAIN

1340
ON YOUR DIAL

Taylor-Howe-Snowden
Radio Sales

WINN

Louisville

AMERICAN

WINN

BROADCASTING COMPANY

Represented by

BROADCAST SALES COMPANY

New York & Chicago

HOMER GRIFFITH COMPANY

Hollywood & San Francisco

HARRY McTIGUE General Manager


FIRST detailed weather programs for Worcester, Mass. area, have started on WTAG Monday-Saturday, 8:30-8:55 a.m. "Weather Time" give current and long-range forecasts on temperature, humidity, precipitation, and barometer readings, and includes information for flying, fishing, and other outdoor events. Also aired are announcements on delays, cancellations, or tie-ups caused by the weather.

IN COOPERATION with the Colorado State Veterans Advisory Council, KOA Denver has started a weekly, quarter-hour program, "When the Boys Come Home", 9:45-10 p.m. (MT). Broadcasts take form of panel discussion between civic, labor and industrial leaders and returned servicemen.

THREE post-war public service programs have been added to the feature report of United Press Radio. Shows, designed to give information on subjects of growing interest, are "America Converts to Peace", "Your New Home", and "Sizing Up Sports".

AS A PRELUDE to the Friday night boxing broadcasts which started Sept. 7 on American, sponsored by Gillette Safety Razor Co. as a regular Friday series, network on Sept. 6 broadcast a preview program whose speakers included Chester J. LaRoche, vice-chairman of American; Joseph P. Spang Jr., president of Gillette; Col. Edward P. F. Eagan, chairman of the New York State Athletic Commission; Bill Corum and Don Dunphy, announcers of the fights series. Harry Wismer, sports director of the network, served as master of ceremonies.

## News

ELMO SIMMONS Jr., released from the AAF after 13 months internment in a German prison camp, has joined WMAZ Macon as news reporter.

BRUCE G. THORNTON, of KLO Ogden, Utah, has been named director of special features for KALL Salt Lake City.

REGINALD (Ted) HARDEN, of WWL New Orleans, is now news editor of KALL.

WILLIAM R. McANDREW, director of news and special events of WRC Washington, is father of a girl born Aug. 31.

ANECDOTES about CEDRIC ADAMS, newscaster at CBS affiliate WCCO Minneapolis, have been compiled in a booklet "Nastasia Loves Cedric", prepared by the station.

## *THANKS GIVEN BBC FOR SERVICE SHOWS*

IN A SPECIAL two-way broadcast concluding BBC's *American Eagle in Britain* series, Phillips Carlin, Mutual vice-president in charge of programs, and Herbert Pettey, director of WHN New York, last week expressed their appreciation for the program, which since November 1940 has brought the voices of American troops in England back to their families and friends at home.

Approximately 25,000 American serviceman have been heard on the BBC program which originated in the Rainbow Corner Club just off Picadilly in London and was broadcast on Mutual at 5:30-6 p.m. each Saturday and on WHN at 10:30-11 a.m. each Sunday. Thousands of American homes have recordings of their sons' and daughters' voices, and BBC has frequently been asked for a duplicate record because "we've played the one you sent so much that it's worn out."

# PROGRAMS

### Fair Coverage

WWNY Watertown, N. Y., has broadcast its fourth year of pick-ups from county fairs in the area, telling their listeners of all the colorful harness races, bands, spectators and exhibits. Over a period of three weeks, Program Manager Jim Higgins and Sportscaster Jack Case of WWNY, has completed a total of 16¾ hours of commercial broadcasting direct from the fairs of northern New York.

### For the Boys

BOB JONES, m.c. on early morning "Groans by Jones" show on WBIG Greensboro, has devoted a portion of his program each morning to GI's stationed at the Overseas Replacement Depot at Greensboro. First campaign was "Bake a Cake for a Convalescing GI". He collected enough cakes to supply three or four wards for a week-end. He took promises of cakes over phone during show, then delivered them himself. He has collected playing cards for the boys, aided families, and latest venture is taking "orders" for rooms for families of the GI's, visiting them.

KQV Pittsburgh for past three weeks was used as a testing ground on audience reaction to "Ralph Slater, Hypnotist" show by Phillips Carlin, v-p in charge of programs for Mutual. Show is scheduled to start on the network next week. Station may be used hereafter to premier "unusual test shows", according to Mr. Carlin.

CIVILIAN'S pilot's training course is the grand prize for answering a question on CJBC Toronto, morning program "It's About Time". M.c. Wib Perry asks a question each morning, and the winner of the correct answer for the week gets the grand prize. There are also four prizes of $25 war saving certificates for prizes on each half-hour of the two-hour show.

### 'Schoolcasts' Shifts

DWIGHT NEWTON'S "Schoolcasts", sponsored by the San Francisco Examiner, has shifted to KPO-NBC and started its fifth year on the air Sept. 5. Forty-five hundred school teachers were informed of the change and both The Examiner and KPO will follow up with promotional pieces and suggestions for utilizing the program in classes ranging from third year through high school. Program is heard thrice-weekly and in school courses such as geography, history, current events, social sciences.

### Grid Coverage

FIVE Columbia U. gridiron contests will be covered by NBC's television station WNBT, starting with the Lafayette game on Sept. 29. All games will be at Baker Field, New York. Arrangements are also being made to cover four top Army football games.

### Good Start

PICNIC broadcast started off a series, "Youth Center Parade" on WRNL Richmond, Saturday nights. More than 75 moppets, from 3 to 15 took part in the picnic given by the sponsor, Miller & Rhoads department store, Richmond. Series is a half-hour juvenile musical show.

### Teen-Age Party

TEEN AGE shop of Chandler's Department store of Boston has started "Teen Age House Party" on WNAC Boston, starring Ray Dorey, baritone, and Margaret Ford, "good sport editor" of the Boston Herald, as teen age consultant. Program, designed especially for teen agers, is heard Saturday, 10:30-11 a.m.

### Third Format

THE FRANK SINATRA Show will return to CBS Wed. Sept. 12, 9-9:30 p.m., with a flexible production format which will be changed each week as events, material, or talent demand, Mann Holiner, director of the show, has announced. Program will not be limited by any set pattern, and each show will be planned and written as a special production. Show is sponsored by P. Lorillard Co., New York, for Old Gold Cigarettes. Lennen & Mitchell, New York, is agency.

### News Dramatized

OUTSTANDING news event is dramatized each week on WPTF Raleigh, N. C., produced on the day of each event. They have dramatized the liberation of Paris, Japanese surrender, anniversary of the landing of the Marines on Guadalcanal, 25th anniversary of radio and the Junior Chamber of Commerce, celebrated jointly, among other programs. Paris liberation was presented by Fourth Division, which liberated the city.

MAYORS of America's 10 largest cities will make a direct report to the nation in a discussion of business and employment trends in their areas, plant reconversion, public works programs, education, and new industries on Mutual's "American Forum," Sept. 11, 9:30-10:30 p.m.

### POW Messages

CANADA'S shortwave programs are now being regularly sent to Latin America in Spanish and Portuguese every Sunday with an hour's program in Portuguese, half-hour in Spanish and an hour in English, programs being mainly of Canadian-Latin American news interest, on CHOL 11.72 mc and CHTA on 12.22 mc. It can now be revealed that the CBC shortwave service to Germany has been using for some time programs from German prisoners of war in Canada. Programs are recorded in the prison camps, sent to Montreal for transmission. They include such topics as "The Responsibility of the German People", "The Guilt of the Nazis", "The Reconstruction of Germany under Allied Occupation", Canadian themes, religious services and musical programs from the prison camps.

### 13th Year

OLDEST commercial studio program on WFAA Fort Worth-Dallas, "Mrs. Tucker's Smile Program", entered its 13th year on the station Aug. 29. Interstate Cotton Refining Co., Dallas, is sponsor.

### Close Harmony

BARBERSHOP Quartet Contest, in which male quartets of South Florida appeared for six weeks on Saturday nights on WIOD Miami, has ended with duplicate prizes going to members of two quartets. First prizes of $50 Victory Bonds were given each man of a serviceman's foursome from the Homestead, Fla. Army Air Base, and to a civilian group from the Miami area. Gay Nineties series was produced by WIOD staff.

### Jobs for Vets

NEW WWDC Washington program, "Jobs for Vets", Saturday 7:30-7:45 p.m., is designed as an employment bureau for both vets and employers. A special organization has been set up in cooperation with the Civil Service Commission.

AS PROMOTION stunt for "Ahead of the Headlines", on KLX Oakland, Cal., Clint Sherwood (l) and Lee Mikesell do a remote broadcast from front of one of the sponsor's stores.

# this is a farmer's Wife

She is one of the many housewives in the southeastern corner of North Dakota. Families like hers may enjoy *fattigmand* (fried pastry)—*lutefisk* (cod)—*lefse* (unleavened bread)—or *Russian peanuts* (sunflower seeds) depending upon whether they were descended from Scandinavian or Russo-Germanic stock.

But there is one thing of which this farmer's wife and her neighbors are sure—their families *enjoy* food. And rightly so. People who make their living from farming (as do some 333,023 folks in the 29 counties surrounding Jamestown) find that a rousing appetite is the direct outcome of a profitable day's labor.

These same people spent $16,498,000 last year for food alone. People with that much money to spend on food, have money to spend on other things. And radio remains one of the most effective ways to sell food and "the other things"—in Jamestown, as everywhere else.

To be specific, the regular-listening area of KSJB Jamestown, is made up of 29 counties. Of the 79,168 families who live within this 29-county coverage, 71,092 have radios.*

**1940 U.S. Census, projected by NAB Research Bureau*

KSJB CBS
JAMESTOWN, NORTH DAKOTA

REPRESENTED BY NORTH CENTRAL BROADCASTING SYSTEM, INC.
*New York, New York, Empire State Building, Lexington 2-6892 · Chicago, Illinois, 360 North Michigan Avenue, State 0361 · St. Paul, Minnesota, E 622 First National Bank Building, Cedar 8579*

COLUMBIA NETWORK

WKBW

1520 K.C.

BUFFALO'S 50,000 WATT STATION

DAY and NIGHT

BUFFALO BROADCASTING CORPORATION

RAND BUILDING, BUFFALO, NEW YORK

National Representative: FREE & PETERS, INC

# PRODUCTION

**HAL ENGEL**, released from the Army and previously a partner in the publicity firm of Howard & Engel, New York, has joined the NBC script department as a writer. Engel received his appointment through NBC's "Welcome Home Auditions", an employment service created by the network to assist veterans to obtain jobs in radio.

**BOB LATTING** has been assigned Hollywood m.c. of daily "Walkie-Talkie" on American Pacific stations. He succeeds **DON NORMAN** who has taken a similar Chicago man-on-the-street assignment.

**SGT. CHARLES ROSS**, 31, one-time producer-announcer of KMPC Hollywood, died of infantile paralysis in Walter Reed Hospital, Washington, in late August. Surviving are widow and a daughter.

**DON PRINDLE**, former co-star of American "Hires Ice Box Follies", will resume duties as writer on NBC "Abbott & Costello Show", starting Oct. 4.

**JOHN SHURTLEFF**, former sound effects technician of NBC Hollywood, has shifted to Don Lee Broadcasting System, Hollywood.

**REV. JOSEPH MILLER**, chairman of the Radio Committee of the Brooklyn Jewish Ministers Assn., is serving as chairman of three Jewish holy day programs, broadcast on WLIB New York, Sept. 5, 12 and 19 at 7 p.m.

**HARVEY OLSON**, WDRC Hartford, program manager, has been named head of the radio department at the Randall School of Fine and Applied Arts in Hartford.

**CLARENCE GARNES**, formerly sports editor of KFBI Wichita, Kan., and recently with WDOD Chattanooga, has joined announcing staff of WSAV Savannah. Another new announcer is **JIMMY WOODS**, recently discharged from the army.

**JOHN SCHEUER**, a member of the announcing staff, has been promoted to production manager of WFIL Philadelphia.

**GEORGE SUTHERLAND**, production manager of WIP Philadelphia, and **MARY DOWNEY**, formerly of the Yankee Network, were married in Philadelphia last week.

**VELMA SATHER**, operator with WDAY Fargo, N. D., has replaced **MILDRED GREGERSON** as traffic manager. Miss Gregerson has transferred to publicity.

**R. W. (Gus) YOUNGSTEADT**, former advertising director of Carolina Power & Light Co., is now WPTF Raleigh, N. C., program director. New musical director of WPTF is **MILDRED ALEXANDER**, formerly with World Broadcasting System.

**BEN HYAMS**, annotator for the Wednesday evening "Invitation to Music" on CBS and script writer for the network's serious music programs, Sept. 9 began a series of four talks on musical matters Sundays, 2:55-3 p.m., substituting for Olin Downes, on vacation.

**PERMANENT** orgination in Hollywood of "Truth or Consequences", sponsored by Procter & Gamble Co., Cincinnati, for Duz, on NBC Sat. 8:30-9 p.m., has produced changes on producer Ralph Edwards' staff. New members include: **ALFRED PASCALL**, production manager; **PHIL DAVIS, GEORGE JESKE**, idea men; **CARL FREDERICK**, assistant stage manager; **MARTHA CURRY**, press liaison; **BILL BURCH**, producer-writer. David O. Alber Associates, New York, is agency.

**RUSSELL CASE**, director of popular music for Victor Records, on Sept. 12 became conductor of the "Fresh-Up Show", sponsored by Seven-Up Co., St. Louis, on Mutual.

**NED SERRELL**, formerly of KDYL Salt Lake City, has joined KNX Hollywood as special events announcer.

**FRED LEVINGS**, WGN Chicago producer, adds "Country Sheriff" to his production schedule with **JACK BRICKHOUSE** announcing the weekly mystery series which switched to WGN September 7th.

**LILLIAN KAPLAN**, of the KGO San Francisco producers staff, has resigned to become a member of a theatrical unit to entertain army of occupation. She was selected in a nationwide contest.

**BILL SHAPARD**, of WHN New York, will join the announcing staff of WFAA-KGKO Fort Worth-Dallas Sept. 15. **HARRY HARBER**, formerly of KNOW Austin, Tex., is now announcing with WFAA-KGKO.

**ELIZABETH GODDARD** has joined the copy-writing staff of KDB Santa Barbara.

**CHARLES RASHALL**, formerly of WMCA New York, has joined KFRC San Francisco as announcer.

**CAPT. RICHARD VODRA** has been made commanding officer of AAF, First Radio Production Unit, succeeding Lt.-Col. Eddie Dunstedter, now on inactive status.

**FRANK ECKERSLEY**, formerly of CFAC Calgary, has joined the announcing staff of CKWX Vancouver.

**HERMAN ARON**, announcer and actor with KCSC Charleston, S. C., is the father of a boy.

**BOB HARVIE**, formerly announcer of CJKL Kirkland Lake, and CHEX Peterborough, and for the past three years with the RCAF, has announced his coming marriage with Cpl. Florence Callin, RCAF Women's Division, as soon as they are discharged from the service.

**WARD HAMILTON** has joined the announcing staff of WWNY Watertown, N. Y.

**HILDA BROWN**, continuity editor, has returned to the station after attending for two months the summer session on radio production at the U. of Washington, Seattle.

# TECHNICAL

**JAMES W. DOWNS**, transmitter engineer of KGO San Francisco, has joined KTKN Ketchikan, Alaska, as announcer and engineer.

**LT. COL. HAROLD H. LLOYD**, released from AAF as executive officer in charge of electronic training equipment and technical schools, has joined Emerson Radio & Phonograph Corp. as assistant director of the special products division. He will assist in plans for marketing the company's new hearing aid, commercial television sets, mobile telephone systems and electronics equipment.

**LT. WALTER S. GILBERT**, discharged from the Navy, has returned to his former post in the engineering department of KYW Philadelphia.

**JULIUS HETLAND**, chief engineer of WDAY Fargo, N. D., who has been on leave of absence for two years doing government research, has returned to his post at WDAY. **MEREDITH WILLIAMS, former** WDAY musician, releted from the Navy, has returned as an operator in the engineering department.

**LLOYD MOORE**, war correspondent engineer of the CBC, is back in Canada after 26 months overseas, and has resumed his job with the CBC Montreal headquarters engineering staff.

**GEORGE GEBHARD**, recently of the U. S. Merchant Marine, and **CHARLES WALKER** are now transmitter engineers of WWNY Watertown, N. Y.

**HARRY JACOBS**, studio field engineer on leave of absence, has returned to KGO San Francisco. He had been at Columbia U. on government assignment.

**HAROLD SLOAN** of Omenee, Ont., has joined CHEX Peterborough as control operator.

**ROBERT L. BESSER**, formerly of WMT Cedar Rapids, Ia., and more recently Lockheed technical supervisor of radio installations, has joined American Hollywood engineering staff.

**MINOR WILSON**, formerly of NBC Chicago transcription department, has joined NBC's master control staff. **V. D. MILLS**, NBC Chicago engineer, has been promoted to transmission engineer.

BUFFALO'S GREATEST REGIONAL COVERAGE

WGR

550 K.C.

BUFFALO'S AMERICAN BROADCASTING COMPANY STATION

5000 WATTS BY DAY

1000 WATTS BY NIGHT

BUFFALO BROADCASTING CORPORATION

RAND BUILDING, BUFFALO, NEW YORK

National Representative: FREE & PETERS, INC

# How do YOU operate . . . as a time-buyer?

**LIKE THIS?** Find it rugged getting spots and time?

**LIKE THIS?** Client raising the roof because you can't buy him enough radio spots?

**OR LIKE THIS?** Enjoying your job with good coverage through easy-to-get motion picture advertising one-minute spots?

## —HERE'S SOMETHING TO THINK ABOUT

- PLENTY of good one-minute movie spots are available *right now!*
- In MOTION PICTURE ADVERTISING your product is on the screen at its best — shown in actual use . . . while your sales story is told convincingly by professional actors . . . plus action . . . music.
- 100% ATTENTION — *All* your audience gets *all your message* . . . as they watch comfortably, receptively . . . with eyes, ears, and minds glued to the screen.
- LOCAL OR NATIONAL COVERAGE—You choose up to 11,000 key theatres strategically located throughout the country . . . at a surprisingly low rate per thousand.
- 30 YEARS' EXPERIENCE guarantee honest, quality service . . . the kind that gets *results*. We take care of all details: planning, script writing, shooting, scheduling, billing, etc.
- WRITE TODAY for full information. No obligation, of course.

**UNITED FILM SERVICE, INC.**

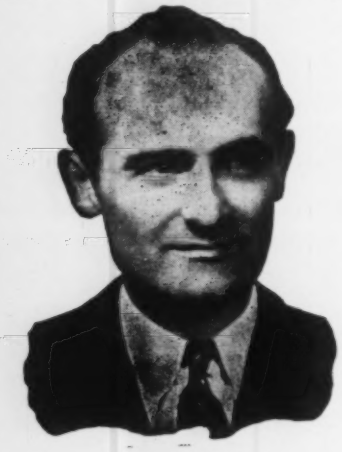
Home Office: 2449 Charlotte St., Kansas City 8, Mo.

Western National Sales Office: 333 No. Michigan Av., Chicago 1, Ill.

**MOTION PICTURE ADVERTISING SERVICE CO., INC.**

Home Office: 1032 Carondelet St., New Orleans 13, La.

Eastern National Sales Office: 70 East 45th St., New York 17, N. Y.



*Meet*

**JOE BECK**

DIRECTOR OF

**TELEVISION at WTCN**

• *(For six years owner and director of Beck School for Radio and Recording Studios; producer of hundreds of transcribed and live radio, theatrical and industrial sound film productions; winner of two national play writing awards.)*

**WTCN** will be ready when Television becomes an everyday part of American life! Mr. Beck has already prepared a working file of authentic information and detail with the answers to the question, "How Can Television Serve My Business." You are invited to avail yourself of this service. Address J. H. Beck, Director of Television.

•

*The Great Minnesota (and Wisconsin) audience demands, deserves and GETS the best in radio!*

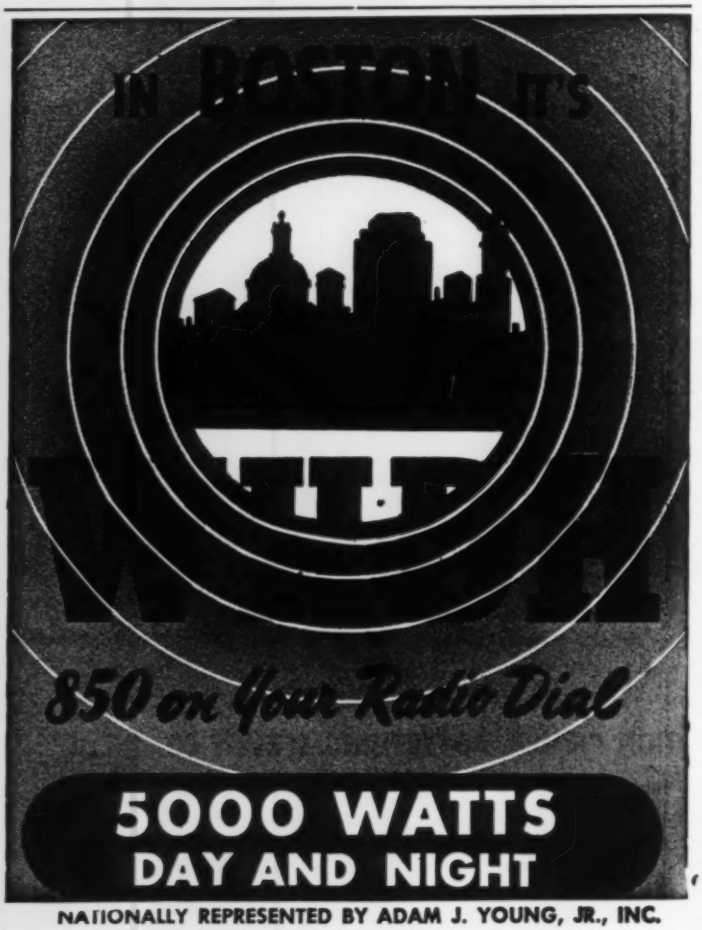
WTCN

MINNEAPOLIS • ST. PAUL, MINNESOTA

AMERICAN BROADCASTING CO.

FREE AND PETERS *National Representatives*






NATIONALLY REPRESENTED BY ADAM J. YOUNG, JR., INC.


## *RADIO DOING BIG JOB IN JAPAN—BELL*

DON BELL, Mutual correspondent in Japan, said in a broadcast to the U. S. Sept. 4 that radio is doing a big job at the present time in Japan. Starting Sept. 5, regular radio programs planned entirely for the 35,000 Allied prisoners of war are being broadcast from Radio Tokyo, now under American control.

"Americans who have not been able to hear real American voices for three years will now hear Army announcers, and prisoners will be brought up on the news of the world and given instructions to remain where they are until plans are completed for their transfer. American boogie-woogie and jive, as well as classical programs, are being brought to the prisoners through radio," Bell said.

At the Yokohoma branch of the studios of Radio Tokyo, Bell met chief announcer of the Japanese controlled radio, Gumheratara, who said he wasn't so sure how much good Japanese radio was going to do unless certain changes were made. Gumheratara, Bell reported, believes that if freedom of fact is to come to the Japanese people, then freedom of speech and freedom to listen must be assured. During the war years, shortwave listening was a serious crime in Japan. The Japanese people could listen only to radio stations controlled by the government, and since the government was in the hands of the military, the people never knew two sides of a question.

## Decca Dividend

DIRECTORS of Decca records have declared a regular quarterly dividend of 30 cents per share on Decca's capital stock payable Sept. 29 to stockholders of record Sept. 15.

## Ed King in UK

CPL. ED KING, former producer for NBC in New York and Chicago, has been appointed chief producer for the armed forces network in the United Kingdom.

## Dixon IT&T V-P

COL. GEORGE P. DIXON, formerly chief of air communications for all the U. S. air forces in ETO, has been elected vice-president of the International Telephone & Telegraph Co., New York. Prior to his Army career, Col. Dixon was associated with the National City Bank of New York as communications engineer and before that with the New York Telephone Co. as district manager of the Manhattan area.

WHAT was probably the first broadcast of the new unbreakable plastic record issued by RCA Victor Division of RCA [BROADCASTING, Sept. 3], was made by WABF New York, Metropolitan Television's FM station, on Aug. 29, day after the new disc had been previewed to the press. A subsequent broadcast on WABF demonstrated the difference between this record and the usual shellac discs.

## NETWORK ACCOUNTS

### New Business

THE KNOX Co., Los Angeles (Mendaco), Sept. 16 starts Graeme Fletcher—News Analyst, on Associated Network, Sun., 4-4:15 p.m. (EWT). Agency: Raymond R. Morgan Co., Hollywood.

GUITTARD CHOCOLATE Co., San Francisco, On Oct. 27 starts for 52 weeks That's A Good Idea, on 10 CBS Pacific stations, Sat., 9:30-9:45 p.m. (PWT). Agency: Garfield & Guild Adv., San Francisco.

### Renewals

GENERAL FOODS Corp., New York, Sept. 16 renews Baby Snooks for Sanka on 144 CBS stations, Sun., 6:30-7 p.m., and Oct. 5 renews Aldrich Family for Grapenuts and Grapenuts Flakes on 144 CBS stations, Fri., 8-8:30 p.m., and Kate Smith Speaks for Postum on 144 CBS stations, Fri., 8:30-8:55 p.m. Agencies: Young & Rubicam, N. Y., for Sanka, Postum and Grapenuts; Benton & Bowles, N. Y., for Post Toasties.

MILES LABS., Elkhart, Ind. (Alka-Seltzer and Vitamins), on Sept. 29 renews National Barn Dance on 66 NBC stations, Sat., 9-9:30 p.m. Agency: Wade Adv. Agency, Chicago.

BORDEN Co., Toronto (milk products), Sept. 17 renews Canadian Cavalcade on 26 CBC Trans-Canada stations, Mon. 8-8:30 p.m. Agency: Young & Rubicam, Toronto.

CHRYSLER Corp., Detroit (motor cars), Sept. 6 renewed "The Music of Andre Kostelanetz" on full CBS network, Thurs. 9-9:30 p.m. for 52 weeks. Agency: Ruthrauff & Ryan, New York.

CANADIAN IRONIZED YEAST Co., Windsor, Ont. (yeast), on Oct. 2 renews for a year Big Town on 24 CBC Dominion network stations, Tues. 8-8:30 p.m. Agency: Pedlar & Ryan, New York.

GENERAL FOODS Corp., New York (Grapenuts Flakes), on Sept. 6 resumed Dinah Shore's Open House on NBC stations, Thursday, 8:30-9 p.m. (EWT), with West Coast repeat, 9-9:30 p.m. (PWT). Agency: Young & Rubicam.

PET MILK Sales Corp., St. Louis (400-D Pet Milk), Oct. 6 renews Saturday Night Serenade on 70 CBS stations, Sat. 9:45-10:15 p.m. Agency: Gardner Adv. Co., St. Louis.

PROCTER & GAMBLE of Canada, Toronto (Drene shampoo), on Nov. 1 renews till June 27, 1946, Rudy Vallee Show on 22 CBC Dominion network stations, Thurs. 10:30-11 p.m. Agency: Kastor & Son, Chicago.

LEWIS-HOWE Co., St. Louis (Tums), Sept. 23 renews Beulah on 54 CBS stations, Sun., 8-8:30 p.m. Agency: Roche, Williams & Cleary, Chicago.

AMERICAN HOME Products, New York (general products), Sept. 17 renews The Romance of Helen Trent on 128 CBS stations, Mon.-Fri., 12:30-12:45 p.m., and Our Gal Sunday on full CBS network, Mon.-Fri., 12:45-1 p.m. Agency: Dancer-Fitzgerald-Sample, New York.

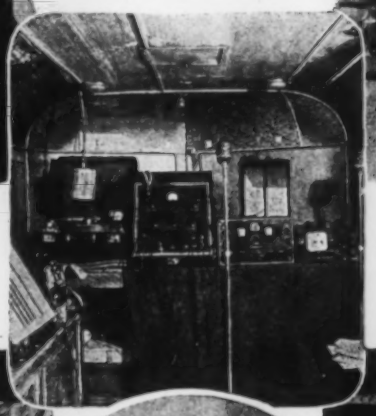
### Changes

PROCTER & GAMBLE Co., Cincinnati (Camay, Spic & Span), Sept. 17 shifts Perry Mason show on 74 CBS stations from Mon.-Fri., 2:30-2:45 p.m. to Mon.-Fri. 2:15-2:30 p.m., and Rosemary (Ivory Snow), on 49 CBS station from Mon.-Fri. 2:15-2:30 p.m. to 2:30-2:45 p.m. Agency: Pedlar & Ryan, New York, for Perry Mason and Compton Adv., New York, for Rosemary.

PLANTERS NUT & CHOCOLATE Co., San Francisco, on Sept. 15 shifts Adventures of Bill Lance on 13 CBS Western stations, Sun. 9-9:30 p.m. (PWT), to 15 NBC Western stations, Sat. 9-9:30 p.m. (PWT). Agency: Richmond R. Morgan Co., Hollywood.

AS co-sponsors in Southern California area with Ziff-Davis Publishing Co., New York, for National Peace Treaty Contest, KMTR Hollywood presented $750 in War Bonds on Sept. 6 broadcast. Inspired by book, "The Gentlemen Talk About Peace", written by Fred Ziff, which was also presented as dramatic radio program, contest was based on listeners' views of how a lasting peace could be obtained. Seven Southern California winners were also national winners.

Marines record Valentine messages for broadcast over U. S. radio stations.



Trailer-studio houses and transports Presto equipment in South Pacific.

*Photos courtesy of U. S. Marine Corps.*

Presto microphone picks up on-the-spot interview with fighter pilot.

Presto transcribes battle experiences during Bougainville offensive.

South Pacific natives serenade U. S. listeners via Presto recordings.

Presto recordings carry Marines' greetings to their families at home.

At the front, Presto is standard equipment with the Armed Services.

## THIS IS WHY YOU HAVEN'T BEEN ABLE TO GET A PRESTO RECORDER

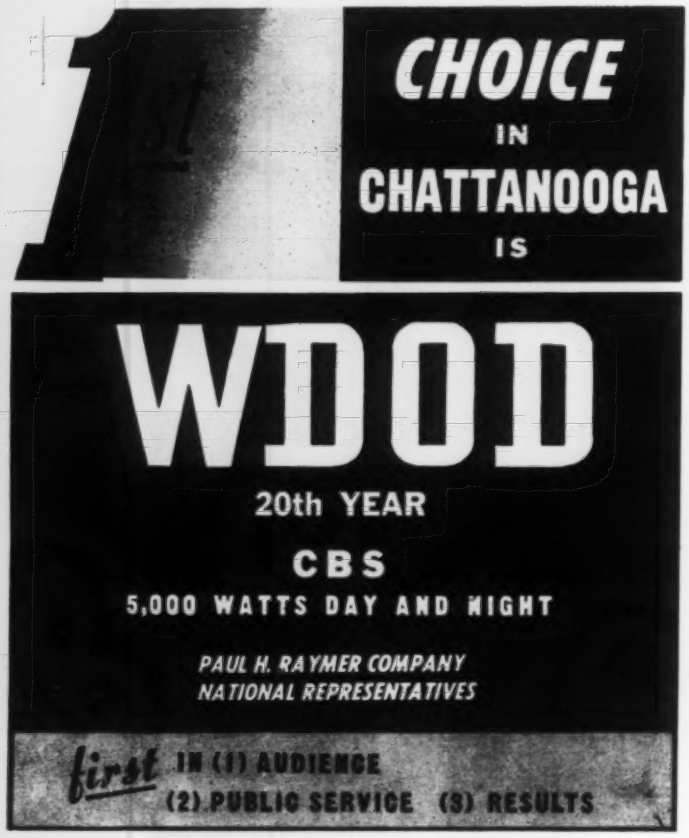
Because Presto equipment has been right there in the front lines with G.I. Joe... to support his strategy with actual combat transcriptions... to support his morale with recorded messages of his voice for the folks back home... and to give America a permanent, unprecedented sound document of a world-at-war.

# PRESTO
## RECORDING CORPORATION

**242 West 55th Street, New York 19, N. Y.**

*Walter P. Downs Ltd., in Canada*

**WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS**



The Shreveport picture is changing fast!
THERE'S A NEW, VITAL FACTOR
IN SHREVEPORT THAT . . .
KTBS
DEMANDS THE CONSIDERATION
OF THE ASTUTE TIME BUYER
Keep your eye on KTBS
JOHN C. McCORMACK, Managing Partner
LESLIE H. PEARD, JR., Commercial Manager
National Representative
EDWARD PETRY & CO., INC.


## STATIONS

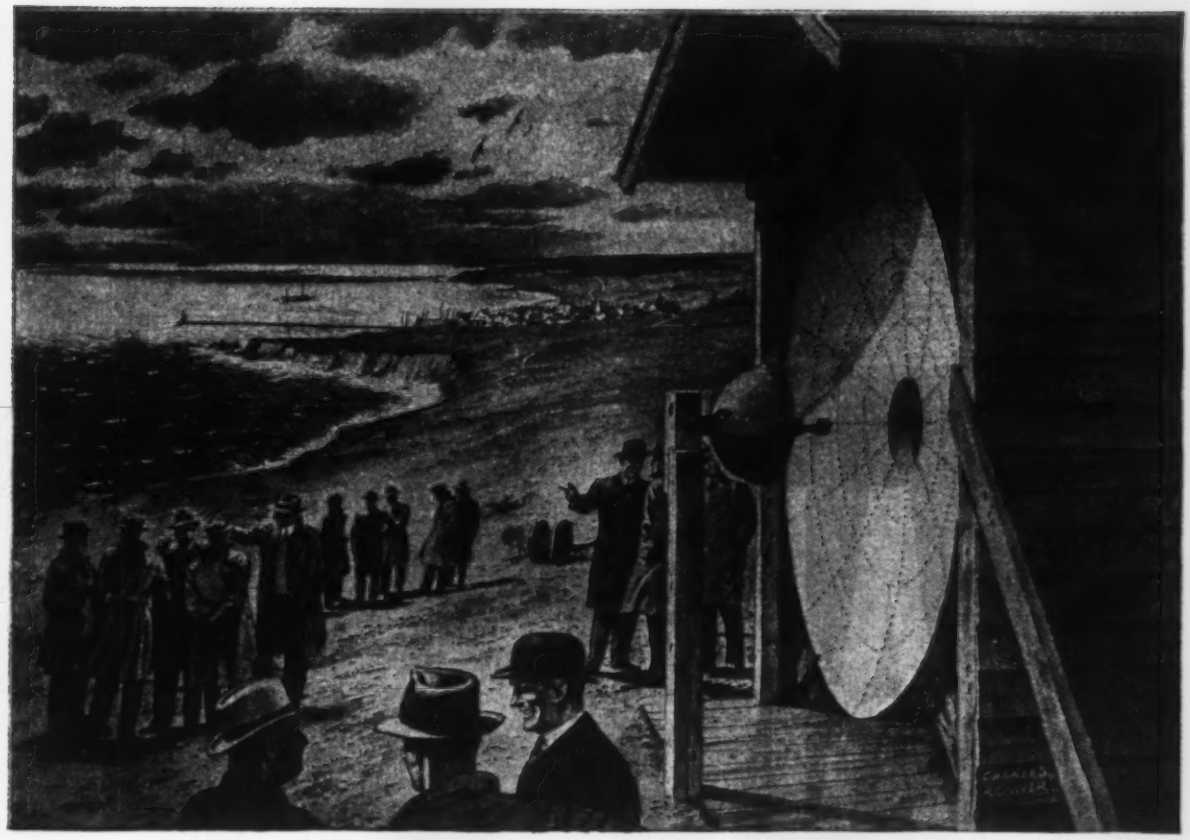
(Continued from page 20)

| City | Retail Sales (in millions)* | Normal Number of Broadcast Stations | Present Number of Broadcast Stations† |
|---|---|---|---|
| **ILLINOIS** (Continued) | | | |
| Kewanee | 10 | 1 | 0 |
| La Grange | 10 | 1 | 0 |
| Mattoon | 12 | 1 | 0 |
| Moline | 30 | 1 | 0 |
| Mt. Vernon | 11 | 1 | 0 |
| Oak Park | 50 | 2 | 0 |
| Ottowa | 11 | 1 | 0 |
| Pekin | 10 | 1 | 0 |
| Peoria | 93 | 3 | 1 |
| Quincy | 24 | 1 | 1 |
| Rockford | 77 | 2 | 1 |
| Rock Island | 26 | 1 | 1 |
| Springfield | 58 | 2 | 2 |
| Sterling | 10 | 1 | 0 |
| Streator | 10 | 1 | 0 |
| Tuscola | ? | 0 | 1 |
| Waukegan | 27 | 1 | 0 |
| **INDIANA** | | | |
| Anderson | 32 | 1 | 1 |
| Bloomington | 17 | 1 | 0 |
| Columbus | 11 | 1 | 0 |
| Crawfordsville | 10 | 1 | 0 |
| East Chicago | 20 | 1 | 0 |
| Elkhart | 23 | 1 | 1 |
| Evansville | 101 | 3 | 2 |
| Fort Wayne | 104 | 3 | 2 |
| Frankfurt | 11 | 1 | 0 |
| Gary | 74 | 2 | 0 |
| Hammond | 51 | 2 | 1 |
| Huntington | 10 | 1 | 0 |
| Indianapolis | 330 | 5 | 4 |
| Kokomo | 23 | 1 | 1 |
| Lafayette | 30 | 1 | 1 |
| La Porte | 13 | 1 | 0 |
| Logansport | 16 | 1 | 0 |
| Marion | 21 | 1 | 0 |
| Michigan City | 17 | 1 | 0 |
| Mishawaka | 13 | 1 | 0 |
| Muncie | 38 | 2 | 1 |
| New Albany | 13 | 1 | 0 |
| New Castle | 12 | 1 | 0 |
| Richmond | 27 | 1 | 1 |
| Shelbyville | 10 | 1 | 0 |
| South Bend | 78 | 2 | 2 |
| Terre Haute | 55 | 2 | 1 |
| Vincennes | 15 | 1 | 1 |
| **IOWA** | | | |
| Ames | 12 | 1 | 0 |
| Burlington | 19 | 1 | 1 |
| Cedar Rapids | 54 | 2 | 1 |
| Clinton | 18 | 1 | 1 |
| Council Bluffs | 22 | 1 | 0 |
| Davenport | 51 | 2 | 1 |
| Des Moines | 123 | 3 | 3 |
| Dubuque | 30 | 1 | 2 |
| Fort Dodge | 22 | 1 | 1 |
| Iowa City | 18 | 1 | 0 |
| Marshalltown | 17 | 1 | 1 |
| Mason City | 23 | 1 | 1 |
| Muscatine | 13 | 1 | 0 |
| Oskaloosa | 10 | 1 | 0 |
| Ottumwa | 20 | 1 | 1 |
| Shenandoah | 9 | 1 | 2 |
| Sioux City | 65 | 2 | 2 |
| Spencer | 9 | 1 | 1 |
| Waterloo | 44 | 2 | 1 |
| **KANSAS** | | | |
| Arkansas | 11 | 1 | 0 |
| Atchison | 10 | 1 | 1 |
| Coffeeville | 13 | 1 | 1 |
| Dodge City | 11 | 1 | 1 |
| El Dordo | 10 | 1 | 0 |
| Emporia | 14 | 1 | 1 |
| Garden City | 8 | 1 | 1 |
| Great Bend | 10 | 1 | 1 |
| Hutchison | 32 | 1 | 1 |
| Independence | 11 | 1 | 0 |
| Kansas City | 74 | 2 | 0 |
| Lawrence | 15 | 1 | 1 |
| Leavenworth | 14 | 1 | 0 |
| Manhatten | 13 | 1 | 0 |
| Newton | 10 | 1 | 0 |
| Parsons | 11 | 1 | 0 |
| Pittsburg | 16 | 1 | 1 |
| Salina | 22 | 1 | 1 |
| Topeka | 63 | 2 | 1 |
| Wichita | 160 | 3 | 3 |
| Winfield | 10 | 1 | 0 |
| **KENTUCKY** | | | |
| Ashland | 18 | 1 | 1 |
| Bowling Green | 12 | 1 | 1 |
| Covington | 35 | 2 | 0 |
| Harlan | ? | 0 | 1 |
| Henderson | 7 | 1 | 1 |
| Hopkinsville | 9 | 1 | 1 |
| Lexington | 67 | 2 | 1 |
| Louisville | 255 | 4 | 4 |
| Newport | 21 | 1 | 0 |
| Owensboro | 20 | 1 | 1 |
| Paducah | 24 | 1 | 1 |
| **LOUISIANA** | | | |
| Alexandria | 23 | 1 | 1 |
| Baton Rouge | 53 | 2 | 1 |
| Houma | 11 | 1 | 0 |
| Lafayette | 13 | 1 | 1 |
| Lake Charles | 22 | 1 | 1 |
| Monroe | 32 | 1 | 2 |
| New Orleans | 314 | 5 | 5 |
| Shreveport | 88 | 2 | 3 |
| **MAINE** | | | |
| Augusta | 14 | 1 | 1 |
| Bangor | 32 | 1 | 2 |
| Biddeford | 14 | 1 | 0 |
| Lewiston | 31 | 1 | 1 |
| Portland | 89 | 2 | 2 |
| Presque Isle | ? | 0 | 1 |
| Waterville | 15 | 1 | 0 |
| **MARYLAND** | | | |
| Annapolis | 22 | 1 | 0 |
| Baltimore | 783 | 7 | 5 |
| Cambridge | 12 | 1 | 0 |
| Cumberland | 39 | 2 | 1 |
| Easton | 10 | 1 | 0 |
| Frederick | 26 | 1 | 1 |
| Hagerstown | 41 | 2 | 1 |
| Hyattsville | 10 | 1 | 0 |
| Salisbury | 24 | 1 | 1 |
| **MASSACHUSETTS** | | | |
| Arlington | 14 | 1 | 0 |
| Athol | 12 | 1 | 0 |
| Attleboro | 10 | 1 | 0 |
| Beverly | 13 | 1 | 0 |
| Boston | 690 | 7 | 7 |
| Brockton | 44 | 2 | 0 |
| Brookline | 30 | 1 | 0 |
| Cambridge | 69 | 2 | 0 |
| Chelsea | 22 | 1 | 0 |
| Chicopee | 14 | 1 | 0 |
| Clinton | 12 | 1 | 0 |
| Everett | 14 | 1 | 0 |
| Fall River | 62 | 2 | 1 |
| Fitchburg | 36 | 2 | 1 |
| Framingham | 16 | 1 | 0 |
| Gardner | 19 | 1 | 0 |
| Gloucester | 12 | 1 | 0 |
| Greenfield | 15 | 1 | 1 |
| Haverhill | 24 | 1 | 0 |
| Holyoke | 38 | 2 | 1 |
| Lawrence | 51 | 2 | 1 |
| Leominster | 13 | 1 | 0 |
| Lowell | 59 | 2 | 1 |
| Lynn | 59 | 2 | 0 |
| Malden | 33 | 1 | 0 |
| Medford | 21 | 1 | 0 |
| Milford | 12 | 1 | 0 |
| New Bedford | 65 | 2 | 1 |
| Newburyport | 10 | 1 | 0 |
| Newton | 33 | 1 | 0 |
| North Adams | 14 | 1 | 0 |
| Northampton | 16 | 1 | 0 |
| Pittsfield | 35 | 2 | 1 |
| Quincy | 48 | 2 | 0 |
| Revere | 13 | 1 | 0 |
| Salem | 28 | 1 | 1 |
| Somerville | 40 | 2 | 0 |
| Springfield | 147 | 3 | 3 |
| Taunton | 19 | 1 | 0 |
| Waltham | 31 | 1 | 0 |
| Watertown | 19 | 1 | 0 |
| Wellesley | 12 | 1 | 0 |
| Westfield | 13 | 1 | 0 |
| West Yarmouth | ? | 0 | 1 |
| Woburn | 10 | 1 | 0 |
| Worcester | 147 | 3 | 3 |
| **MICHIGAN** | | | |
| Adrian | 12 | 1 | 0 |
| Ann Arbor | 32 | 1 | 1 |
| Battle Creek | 51 | 2 | 1 |
| Bay City | 47 | 2 | 1 |
| Benton Harbor | 16 | 1 | 0 |
| Birmingham | 10 | 1 | 0 |
| Calumet | ? | 0 | 1 |
| Dearborn | 51 | 2 | 0 |
| Detroit | 1396 | 10 | 6 |
| Escanaba | 10 | 1 | 1 |
| Ferndale | 11 | 1 | 0 |
| Flint | 135 | 3 | 1 |
| Grand Rapids | 151 | 3 | 3 |
| Hamtramck | 38 | 2 | 0 |
| Highland Park | 44 | 2 | 0 |
| Holland | 12 | 1 | 0 |
| Ironwood | 9 | 1 | 1 |
| Jackson | 58 | 2 | 1 |
| Kalamazoo | 64 | 2 | 1 |
| Lansing | 96 | 3 | 1 |
| Ludington | ? | 0 | 1 |
| Marquette | 10 | 1 | 1 |
| Monroe | 13 | 1 | 0 |
| Mt. Clemens | 13 | 1 | 0 |
| Muskegon | 35 | 2 | 1 |
| Owosso | 12 | 1 | 0 |
| Pontiac | 45 | 2 | 1 |
| Port Huron | 26 | 1 | 1 |
| River Rouge | 19 | 1 | 0 |
| Royal Oak | 21 | 1 | 1 |
| Saginaw | 65 | 2 | 1 |
| Sault Ste. Marie | 11 | 1 | 1 |
| Traverse City | 12 | 1 | 1 |
| Wyandotte | 19 | 1 | 0 |
| Ypsilanti | 11 | 1 | 0 |
| **MINNESOTA** | | | |
| Albert Lea | 12 | 1 | 1 |
| Austin | 14 | 1 | 0 |
| Brainerd | 10 | 1 | 0 |
| Duluth | 66 | 2 | 2 |
| Fergus Falls | 8 | 1 | 1 |
| Hibbing | 13 | 1 | 1 |
| Mankato | 18 | 1 | 1 |
| McAllester | 10 | 1 | 0 |
| Minneapolis-St. Paul | 612 | 7 | 6 |
| Moorhead | 8 | 1 | 1 |
| Rochester | 23 | 1 | 1 |
| St. Cloud | 18 | 1 | 1 |
| Virginia | 11 | 1 | 1 |
| Willmar | 8 | 1 | 1 |
| Winona | 16 | 1 | 1 |

(Continued on page 66)



XUM



# *Federal's* men know *Microwave*

On a gusty March day in 1931 . . . when man's voice was beamed across the English Channel from an antenna less than an inch long and powered by a mere half-watt . . . Microwave was born.

This was the inauguration of a new technique in the art of communication . . . blazing the trail for modern, high fidelity television, FM transmission, pulse time modulation, plurality of currents on a common carrier, and certain other commercial applications for this technique.

Many of the scientists now at work in Federal laboratories participated in that triumph and helped in its developement through the years. Now they are engaged in extending its application, opening vast and striking possibilities for the future of communications.

Pioneer in the field of microwave . . . a contributor to radio progress for more than 35 years . . . Federal stands for leadership in research, development and manufacture of equipment and components for every segment of the communications industry.

FEDERAL TELEPHONE & RADIO — FTR

AN IT&T ASSOCIATE

Newark 1, N. J.

## Stations

(Continued from page 64)

| City | Retail Sales (in millions)* | Normal Number of Broadcast Stations | Present Number of Broadcast Stations † |
|---|---|---|---|
| **MISSISSIPPI** | | | |
| Biloxi | 10 | 1 | 0 |
| Clarksdale | 10 | 1 | 1 |
| Columbus | 9 | 1 | 1 |
| Greenville | 15 | 1 | 1 |
| Greenwood | 13 | 1 | 1 |
| Gulfport | 13 | 1 | 1 |
| Hattiesburg | 15 | 1 | 1 |
| Jackson | 56 | 2 | 3 |
| Laurel | 13 | 1 | 1 |
| McComb | ? | 0 | 1 |
| Meridian | 21 | 1 | 1 |
| Natchez | 9 | 1 | 1 |
| Tupelo | 8 | 1 | 1 |
| Vicksburg | 14 | 1 | 1 |
| **MISSOURI** | | | |
| Cape Girardeau | 13 | 1 | 1 |
| Clayton | 11 | 1 | 0 |
| Columbia | 14 | 1 | 1 |
| Hannibal | 11 | 1 | 1 |
| Independence | 12 | 1 | 0 |
| Jefferson City | 14 | 1 | 1 |
| Joplin | 26 | 1 | 1 |
| Kansas City | 364 | 5 | 5 |
| Maplewood | 12 | 1 | 0 |
| Poplar Bluff | 7 | 1 | 1 |
| St. Joseph | 42 | 2 | 1 |
| St. Louis | 517 | 6 | 6 |
| Sedalia | 11 | 1 | 1 |
| Springfield | 43 | 2 | 3 |
| **MONTANA** | | | |
| Billings | 28 | 1 | 1 |
| Bozeman | 10 | 1 | 1 |
| Butte | 36 | 2 | 1 |
| Great Falls | 30 | 1 | 1 |
| Helena | 15 | 1 | 1 |
| Kalispell | 10 | 1 | 1 |
| Miles City | 6 | 1 | 1 |
| Missoula | 21 | 1 | 1 |
| Sidney | ? | 0 | 1 |
| **NEBRASKA** | | | |
| Freemont | 11 | 1 | 1 |
| Grand Island | 16 | 1 | 1 |
| Hastings | 12 | 1 | 1 |
| Kearney | 8 | 1 | 1 |
| Lincoln | 56 | 2 | 2 |
| Norfolk | 10 | 1 | 1 |
| North Platte | 13 | 1 | 1 |
| Omaha | 179 | 4 | 4 |
| Scottsbluff | 14 | 1 | 1 |
| **NEVADA** | | | |
| Las Vegas | 16 | 1 | 1 |
| Reno | 44 | 2 | 1 |
| **NEW HAMPSHIRE** | | | |
| Concord | 18 | 1 | 0 |
| Dover | 10 | 1 | 0 |
| Keene | 11 | 1 | 1 |
| Laconia | 9 | 1 | 1 |
| Manchester | 53 | 2 | 2 |
| Nashua | 19 | 1 | 0 |
| Portsmouth | 14 | 1 | 1 |
| **NEW JERSEY** | | | |
| Asbury Park | 27 | 1 | 1 |
| Atlantic City | 70 | 2 | 2 |
| Bayonne | 37 | 2 | 0 |
| Bloomfield | 21 | 1 | 0 |
| Bridgeton | 15 | 1 | 1 |
| Camden | 82 | 2 | 1 |
| Clifton | 23 | 1 | 0 |
| Dover | 11 | 1 | 0 |
| East Orange | 43 | 2 | 0 |
| Elizabeth | 77 | 2 | 0 |
| Englewood | 18 | 1 | 0 |
| Hackensack | 43 | 2 | 0 |
| Hoboken | 17 | 1 | 0 |
| Irvington | 31 | 1 | 0 |
| Jersey City | 125 | 3 | 0 |
| Kearny | 14 | 1 | 0 |
| Linden | 10 | 1 | 0 |
| Long Branch | 12 | 1 | 0 |
| Montclair | 33 | 1 | 0 |
| Morristown | 22 | 1 | 0 |
| Newark | 441 | 6 | 2 |
| New Brunswick | 38 | 2 | 0 |
| North Bergen | 15 | 1 | 0 |
| Orange | 22 | 1 | 0 |
| Passaic | 65 | 2 | 0 |
| Paterson | 138 | 3 | 1 |
| Perth Amboy | 35 | 2 | 0 |
| Plainfield | 41 | 2 | 0 |
| Rahway | 10 | 1 | 0 |
| Red Bank | 17 | 1 | 0 |
| Ridgewood | 10 | 1 | 0 |
| Rutherford | 10 | 1 | 0 |
| Somerville | 11 | 1 | 0 |
| South Orange | 10 | 1 | 0 |
| Summit | 11 | 1 | 0 |
| Teaneck | 10 | 1 | 0 |
| Trenton | 95 | 3 | 2 |
| Union | 10 | 1 | 0 |
| Union City | 46 | 2 | 0 |
| Vineland | 15 | 1 | 0 |
| Westfield | 10 | 1 | 0 |
| West New York | 25 | 1 | 0 |
| **NEW MEXICO** | | | |
| Albuquerque | 37 | 2 | 2 |
| Carlsbad | 7 | 1 | 1 |
| Clovis | 12 | 1 | 1 |
| Hobbs | 9 | 1 | 1 |
| Las Vegas | ? | 0 | 1 |
| Roswell | 12 | 1 | 1 |
| Santa Fe | 12 | 1 | 1 |
| Tucumcari | ? | 0 | 1 |
| **NEW YORK** | | | |
| Albany | 91 | 3 | 2 |
| Amsterdam | 18 | 1 | 0 |
| Auburn | 21 | 1 | 1 |
| Batavia | 13 | 1 | 1 |
| Binghamton | 63 | 2 | 1 |
| Buffalo | 351 | 5 | 5 |
| Corning | 10 | 1 | 0 |
| Courtland | 13 | 1 | 0 |
| Elmira | 48 | 2 | 1 |
| Endicott | 12 | 1 | 0 |
| Geneva | 11 | 1 | 0 |
| Glens Falls | 19 | 1 | 0 |
| Gloversville | 15 | 1 | 1 |
| Hempstead Township | 220 | 4 | 1 |
| Hornell | 11 | 1 | 0 |
| Ithaca | 19 | 1 | 1 |
| Jamestown | 32 | 1 | 1 |
| Kenmore | 10 | 1 | 0 |
| Kingston | 20 | 1 | 1 |
| Lockport | 16 | 1 | 0 |
| Middletown | 16 | 1 | 1 |
| Mt. Vernon | 46 | 2 | 0 |
| Newburgh | 25 | 1 | 1 |
| New Rochelle | 42 | 2 | 0 |
| New York | 4333 | 17 | 16 |
| Niagara Falls | 57 | 2 | 1 |
| Ogdensburg | 8 | 1 | 1 |
| Olean | 17 | 1 | 1 |
| Oneonta | 10 | 1 | 0 |
| Oswego | 10 | 1 | 0 |
| Patchogue | 10 | 1 | 0 |
| Peekskill | 13 | 1 | 0 |
| Plattsburg | 12 | 1 | 1 |
| Port Chester | 16 | 1 | 0 |
| Poughkeepsie | 35 | 2 | 1 |
| Rochester | 240 | 4 | 3 |
| Rome | 15 | 1 | 0 |
| Saranac Lake | 5 | 0 | 1 |
| Saratoga Springs | 11 | 1 | 0 |
| Schenectady | 71 | 2 | 2 |
| Syracuse | 141 | 3 | 4 |
| Troy | 45 | 2 | 2 |
| Utica | 66 | 2 | 1 |
| Watertown | 24 | 1 | 2 |
| White Plains | 48 | 2 | 1 |
| Yonkers | 69 | 2 | 0 |
| **NORTH CAROLINA** | | | |
| Asheville | 48 | 2 | 2 |
| Burlington | 16 | 1 | 1 |
| Charlotte | 94 | 3 | 3 |
| Concord | 12 | 1 | 1 |
| Durham | 54 | 2 | 1 |
| Elizabeth City | 7 | 1 | 1 |
| Fayetteville | 15 | 1 | 1 |
| Gastonia | 15 | 1 | 1 |
| Goldsboro | 14 | 1 | 1 |
| Greensboro | 47 | 2 | 2 |
| Greenville | 12 | 1 | 1 |
| Henderson | 9 | 1 | 1 |
| Hickory | 11 | 1 | 1 |
| High Point | 23 | 1 | 1 |
| Kinston | 13 | 1 | 1 |
| New Bern | 9 | 1 | 1 |
| Raleigh | 34 | 2 | 2 |
| Roanoke Rapids | ? | 0 | 1 |
| Rocky Mount | 17 | 1 | 1 |
| Salisbury | 19 | 1 | 1 |
| Shelby | 10 | 1 | 0 |
| Washington | ? | 0 | 1 |
| Wilmington | 25 | 1 | 1 |
| Wilson | 14 | 1 | 1 |
| Winston-Salem | 47 | 2 | 2 |
| **NORTH DAKOTA** | | | |
| Bismarck | 14 | 1 | 1 |
| Devils Lake | 7 | 1 | 1 |
| Fargo | 31 | 1 | 1 |
| Grand Forks | 21 | 1 | 1 |
| Jamestown | 8 | 1 | 1 |
| Mandan | ? | 0 | 1 |
| Minot | 15 | 1 | 1 |
| Valley City | ? | 0 | 1 |
| **OHIO** | | | |
| Akron | 208 | 4 | 3 |
| Alliance | 16 | 1 | 0 |
| Ashland | 11 | 1 | 0 |
| Ashtabula | 18 | 1 | 1 |
| Barberton | 14 | 1 | 0 |
| Cambridge | 10 | 1 | 0 |
| Canton | 92 | 3 | 1 |
| Chillicothe | 17 | 1 | 0 |
| Cincinnati | 387 | 5 | 5 |
| Cleveland | 755 | 7 | 4 |
| Cleveland Heights | 26 | 1 | 0 |
| Columbus | 251 | 4 | 3 |
| Coshocton | 10 | 1 | 0 |
| Cuyahoga Falls | 11 | 1 | 0 |
| Dayton | 193 | 4 | 2 |
| East Cleveland | 16 | 1 | 0 |
| East Liverpool | 20 | 1 | 0 |
| Elyria | 20 | 1 | 0 |
| Findlay | 16 | 1 | 1 |
| Fostoria | 10 | 1 | 0 |
| Freemont | 13 | 1 | 0 |
| Hamilton | 32 | 1 | 1 |
| Ironton | 10 | 1 | 0 |
| Lakewood | 34 | 2 | 0 |
| Lancaster | 15 | 1 | 0 |
| Lima | 35 | 2 | 1 |
| Lorain | 26 | 1 | 0 |
| Mansfield | 34 | 2 | 1 |
| Marion | 20 | 1 | 1 |
| Massillon | 19 | 1 | 0 |
| Middletown | 23 | 1 | 0 |
| Mt. Vernon | 10 | 1 | 0 |
| Newark | 23 | 1 | 0 |
| Norwood | 21 | 1 | 0 |
| Painesville | 13 | 1 | 0 |
| Piqua | 11 | 1 | 0 |
| Portsmouth | 30 | 1 | 1 |
| Salem | 12 | 1 | 0 |
| Sandusky | 19 | 1 | 0 |
| Springfield | 49 | 2 | 1 |
| Steubenville | 35 | 2 | 1 |
| Tiffin | 12 | 1 | 0 |
| Toledo | 230 | 4 | 2 |
| Warren | 34 | 2 | 1 |
| Wash. Court House | 10 | 1 | 0 |
| Wooster | 13 | 1 | 0 |
| Youngstown | 132 | 3 | 2 |
| Zanesville | 30 | 1 | 1 |
| **OKLAHOMA** | | | |
| Ada | 14 | 1 | 1 |
| Ardmore | 12 | 1 | 1 |
| Bartlesville | 14 | 1 | 1 |
| Chickasha | 10 | 1 | 0 |
| Elk City | ? | 0 | 1 |
| Enid | 26 | 1 | 1 |
| Lawton | 14 | 1 | 1 |
| Muskogee | 25 | 1 | 1 |
| Oklahoma City | 185 | 4 | 4 |
| Okmulgee | 10 | 1 | 1 |
| Ponca City | 13 | 1 | 1 |
| Seminole | 11 | 1 | 0 |
| Shawnee | 18 | 1 | 1 |
| Stillwater | 10 | 1 | 0 |
| Tulsa | 127 | 3 | 3 |
| **OREGON** | | | |
| Albany | 9 | 1 | 1 |
| Astoria | 16 | 1 | 1 |
| Baker | 12 | 1 | 1 |
| Bend | 13 | 1 | 1 |
| Coos Bay | ? | 0 | 1 |
| Corvallis | 14 | 1 | 0 |
| The Dalles | 11 | 1 | 1 |
| Eugene | 36 | 2 | 1 |
| Grants Pass | 9 | 1 | 1 |
| Klamath Falls | 35 | 2 | 2 |
| La Grande | 10 | 1 | 1 |
| Marshfield | 11 | 1 | 0 |
| Medford | 19 | 1 | 1 |
| Oregon City | 11 | 1 | 0 |
| Pendleton | 12 | 1 | 1 |
| Portland | 376 | 5 | 7 |
| Roseburg | 9 | 1 | 1 |
| Salem | 31 | 1 | 1 |
| **PENNSYLVANIA** | | | |
| Aliquippa | 13 | 1 | 0 |
| Allentown | 74 | 2 | 1 |
| Altoona | 48 | 2 | 1 |
| Ambridge | 12 | 1 | 0 |
| Beaver Falls | 16 | 1 | 0 |
| Bethlehem | 33 | 1 | 0 |
| Braddock | 17 | 1 | 0 |

(Continued on page 68)


WHAM

"YOUR WESTERN NEW YORK SALESMAN"

ROCHESTER, N. Y.

50,000 WATT

CLEAR CHANNEL

1180 ON DIAL

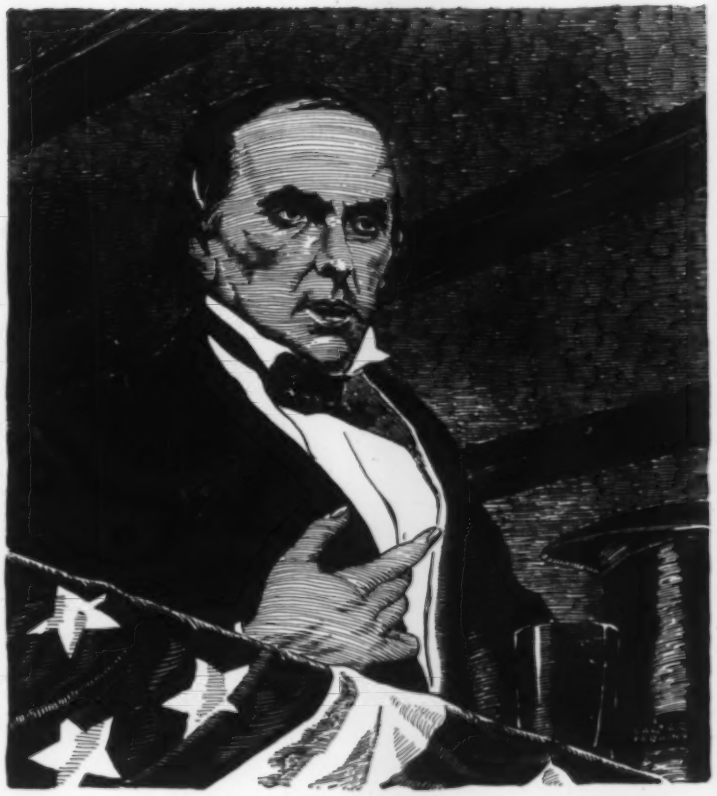
*Affiliated with the*

NATIONAL BROADCASTING COMPANY

*National Sales Representative*

GEORGE P. HOLLINGBERY CO.

*"The Stromberg-Carlson Station"*



# *Great Audiences from Little Habits Grow!*

Daniel Webster had a most unusual habit on the speaker's platform of trying a succession of words or phrases, while searching for one that suited him—"Why is it, Mr. Chairman, that there has gathered, come together here, congregated, this great number of inhabitants, dwellers; that the roads, avenues, routes of travel, converge, meet, come together . . . ?"

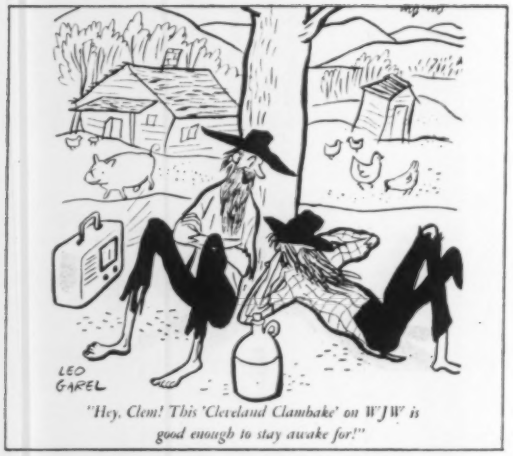
Webster's habit doesn't lend itself to easy explanation. But Baltimoreans have a habit that does. They know that the best in radio is found at "1400 Kc." Consequently, listening to WCBM has become a habit in Baltimore!

*Baltimore's Listening Habit*

**WCBM**

**MUTUAL BROADCASTING SYSTEM**

| John Elmer | Free & Peters, Inc. | George H. Roeder |
|---|---|---|
| *President* | *Exclusive National Representatives* | *General Manager* |




*"Hey, Clem! This 'Cleveland Clambake' on WJW is good enough to stay awake for!"*

Conscientiously built programs based on the preferences of people in this area have made WJW a best seller! Based on actual audience figures in Cleveland, WJW delivers more daytime listeners per dollar, 23 to 37% more..than any other station.

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

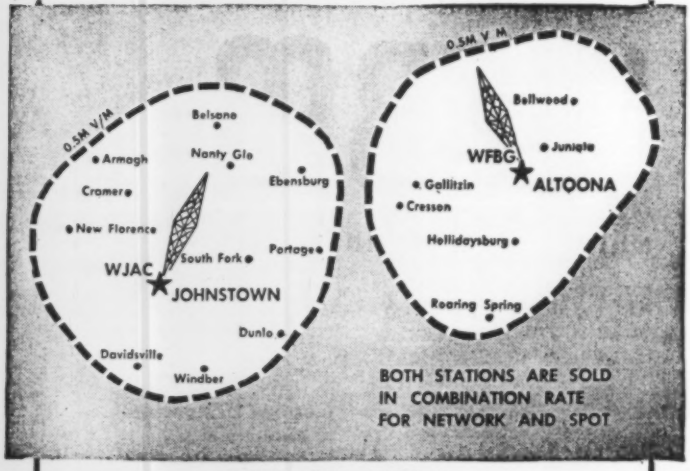
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

WJAC JOHNSTOWN

NBC

WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area




BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco


## Stations

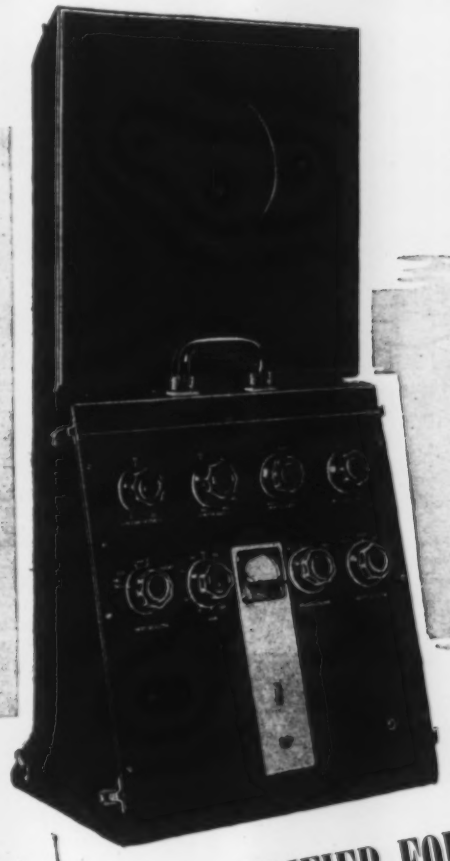
(Continued from page 66)

| City | Retail Sales (in millions)* | Normal Number of Broadcast Stations | Present Number of Broadcast Stations † |
|---|---|---|---|
| **PENNSYLVANIA** (Continued) | | | |
| Bradford | 16 | 1 | 0 |
| Butler | 25 | 1 | 1 |
| Carbondale | 10 | 1 | 0 |
| Carlisle | 11 | 1 | 0 |
| Chambersburg | 12 | 1 | 0 |
| Charleroi | 12 | 1 | 0 |
| Chester | 63 | 2 | 0 |
| Coatesville | 12 | 1 | 0 |
| Connelsville | 11 | 1 | 0 |
| Du Bois | 10 | 1 | 1 |
| Easton | 31 | 1 | 1 |
| Erie | 92 | 3 | 2 |
| Greensburg | 20 | 1 | 1 |
| Hanover | 11 | 1 | 0 |
| Harrisburg | 79 | 2 | 3 |
| Hazelton | 26 | 1 | 1 |
| Homestead | 16 | 1 | 0 |
| Indiana | 12 | 1 | 0 |
| Jenkintown | 14 | 1 | 0 |
| Johnstown | 47 | 2 | 1 |
| Kingston | 12 | 1 | 0 |
| Lancaster | 59 | 2 | 1 |
| Lebanon | 20 | 1 | 0 |
| Lewistown | 13 | 1 | 1 |
| Lower Marion | 32 | 1 | 0 |
| McKeesport | 42 | 2 | 0 |
| Meadville | 18 | 1 | 0 |
| Nanticoke | 10 | 1 | 0 |
| New Castle | 32 | 1 | 1 |
| New Kensington | 20 | 1 | 1 |
| Norristown | 26 | 1 | 0 |
| Oil City | 15 | 1 | 0 |
| Orangeburg | 10 | 1 | 0 |
| Philadelphia | 1276 | 9 | 9 |
| Pittsburgh | 590 | 6 | 5 |
| Pittston | 11 | 1 | 0 |
| Pottstown | 17 | 1 | 0 |
| Pottsville | 22 | 1 | 0 |
| Reading | 78 | 2 | 2 |
| Scranton | 75 | 2 | 2 |
| Shamokin | 14 | 1 | 0 |
| Sharon | 21 | 1 | 1 |
| Shenandoah | 10 | 1 | 0 |
| Sunbury | 11 | 1 | 1 |
| Uniontown | 29 | 1 | 1 |
| Upper Darby | 38 | 2 | 0 |
| Warren | 20 | 1 | 0 |
| Washington | 25 | 1 | 1 |
| West Chester | 15 | 1 | 0 |
| Wilkes-Barre | 68 | 2 | 2 |
| Wilkinsburg | 16 | 1 | 0 |
| Williamsport | 36 | 2 | 1 |
| York | 52 | 2 | 2 |
| **RHODE ISLAND** | | | |
| Cranston | 14 | 1 | 0 |
| East Providence | 13 | 1 | 0 |
| Newport | 20 | 1 | 0 |
| Pawtucket | 56 | 2 | 1 |
| Providence | 260 | 4 | 3 |
| Westerly | 11 | 1 | 0 |
| West Warwick | 11 | 1 | 0 |
| Woonsocket | 38 | 2 | 0 |
| **SOUTH CAROLINA** | | | |
| Anderson | 16 | 1 | 1 |
| Charleston | 58 | 2 | 2 |
| Columbia | 55 | 2 | 3 |
| Florence | 16 | 1 | 1 |
| Greenville | 53 | 2 | 2 |
| Greenwood | 11 | 1 | 1 |
| Rockhill | 11 | 1 | 1 |
| Spartanburg | 37 | 2 | 2 |
| Sumter | 15 | 1 | 1 |
| **SOUTH DAKOTA** | | | |
| Aberdeen | 14 | 1 | 1 |
| Mitchell | 10 | 1 | 0 |
| Pierre | ? | 0 | 1 |
| Rapid City | 15 | 1 | 1 |
| Sioux Falls | 41 | 2 | 2 |
| Watertown | 10 | 1 | 1 |
| Yankton | 6 | 1 | 1 |
| **TENNESSEE** | | | |
| Bristol | 10 | 1 | 1 |
| Chattanooga | 86 | 2 | 3 |
| Clarksville | 8 | 1 | 1 |
| Cookeville | ? | 0 | 1 |
| Jackson | 18 | 1 | 1 |
| Johnson City | 19 | 1 | 1 |
| Kingsport | 15 | 1 | 1 |
| Knoxville | 93 | 3 | 3 |
| Memphis | 228 | 4 | 4 |
| Nashville | 129 | 3 | 3 |
| **TEXAS** | | | |
| Abilene | 22 | 1 | 1 |
| Amarillo | 42 | 2 | 2 |
| Austin | 66 | 2 | 2 |
| Beaumont | 53 | 2 | 2 |
| Big Spring | 14 | 1 | 1 |
| Brady | ? | 0 | 1 |
| Brownsville | 9 | 1 | 1 |
| Brownwood | 11 | 1 | 1 |
| Bryan | 11 | 1 | 0 |
| College Station | ? | 0 | 1 |
| Corpus Christi | 58 | 2 | 3 |
| Corsicana | 11 | 1 | 1 |
| Dallas | 291 | 5 | 4 |
| Dennison | 10 | 1 | 0 |
| Denton | 10 | 1 | 1 |
| El Paso | 60 | 2 | 2 |
| Fort Worth | 176 | 3 | 3 |
| Galveston | 38 | 2 | 1 |
| Greenville | 12 | 1 | 0 |
| Harlingen | 12 | 1 | 1 |
| Henderson | 10 | 1 | 0 |
| Houston | 330 | 5 | 4 |
| Huntsville | ? | 0 | 1 |
| Kilgore | 11 | 1 | 1 |
| Laredo | 15 | 1 | 1 |
| Longview | 14 | 1 | 1 |
| Lubbock | 33 | 1 | 1 |
| Lufkin | 8 | 1 | 1 |
| Marshall | 12 | 1 | 0 |
| McAllen | 10 | 1 | 0 |
| Midland | 9 | 1 | 1 |
| Odessa | 13 | 1 | 0 |
| Palestine | 8 | 1 | 1 |
| Pampa | 13 | 1 | 1 |
| Paris | 12 | 1 | 1 |
| Pecos | ? | 0 | 1 |
| Plainview | 9 | 1 | 1 |
| Port Arthur | 32 | 1 | 1 |
| San Angelo | 24 | 1 | 1 |
| San Antonio | 167 | 3 | 5 |
| Sherman | 13 | 1 | 1 |
| Sweetwater | 8 | 1 | 1 |
| Temple | 11 | 1 | 1 |
| Texarkana | 13 | 1 | 1 |
| Tyler | 26 | 1 | 1 |
| Vernon | 9 | 1 | 1 |
| Victoria | 12 | 1 | 1 |
| Waco | 40 | 2 | 1 |
| Weslaco | ? | 0 | 1 |
| Wichita Falls | 32 | 1 | 1 |
| **UTAH** | | | |
| Cedar City | ? | 0 | 1 |
| Logan | 10 | 1 | 1 |
| Ogden | 56 | 2 | 1 |
| Price | ? | 0 | 1 |
| Provo | 14 | 1 | 1 |
| Salt Lake City | 157 | 3 | 5 |
| **VERMONT** | | | |
| Barre | 12 | 1 | 0 |
| Brattleboro | 10 | 1 | 0 |
| Burlington | 29 | 1 | 1 |
| Rutland | 18 | 1 | 1 |
| St. Albans | 8 | 1 | 1 |
| Waterbury | ? | 0 | 1 |
| **VIRGINIA** | | | |
| Alexandria | 27 | 1 | 1 |
| Bristol | 10 | 1 | 0 |
| Charlottesville | 23 | 1 | 1 |
| Covington | 8 | 1 | 1 |
| Danville | 28 | 1 | 1 |
| Fredericksburg | 14 | 1 | 1 |
| Harrisonburg | 14 | 1 | 1 |
| Lynchburg | 38 | 2 | 1 |
| Martinsville | 9 | 1 | 1 |
| Newport News | 44 | 2 | 1 |
| Norfolk | 134 | 3 | 1 |
| Petersburg | 25 | 1 | 1 |
| Portsmouth | 38 | 2 | 1 |
| Richmond | 203 | 4 | 4 |
| Roanoke | 54 | 2 | 2 |
| Staunton | 14 | 1 | 1 |
| Suffolk | 13 | 1 | 1 |
| Winchester | 14 | 1 | 1 |
| **WASHINGTON** | | | |
| Aberdeen | 27 | 1 | 1 |
| Bellingham | 34 | 2 | 1 |
| Bremerton | 22 | 1 | 0 |
| Centralia | 10 | 1 | 1 |
| Chehalis | 10 | 1 | 0 |
| Ellensburg | 10 | 1 | 0 |
| Everett | 40 | 2 | 1 |
| Longview | 15 | 1 | 1 |
| Mt. Vernon | 12 | 1 | 0 |
| Olympia | 25 | 1 | 1 |
| Pasco | ? | 0 | 1 |
| Port Angeles | 12 | 1 | 1 |
| Seattle | 484 | 6 | 7 |
| Spokane | 134 | 3 | 4 |
| Tacoma | 135 | 3 | 3 |
| Vancouver | 29 | 1 | 1 |
| Walla Walla | 26 | 1 | 1 |
| Wenatchee | 24 | 1 | 1 |
| Yakima | 50 | 2 | 2 |
| **WEST VIRGINIA** | | | |
| Beckley | 16 | 1 | 1 |
| Bluefield | 15 | 1 | 1 |
| Charleston | 75 | 2 | 2 |
| Clarksburg | 24 | 1 | 1 |
| Fairmont | 17 | 1 | 1 |
| Huntington | 54 | 2 | 1 |
| Logan | 8 | 1 | 1 |
| Morgantown | 16 | 1 | 1 |
| Parkersburg | 23 | 1 | 1 |
| Welch | 8 | 1 | 1 |
| Wheeling | 48 | 2 | 2 |
| Williamson | 7 | 1 | 1 |
| **WISCONSIN** | | | |
| Appleton | 23 | 1 | 1 |
| Ashland | 8 | 1 | 1 |
| Beloit | 18 | 1 | 0 |
| Eau Claire | 23 | 1 | 1 |
| Fond du Lac | 19 | 1 | 1 |
| Green Bay | 41 | 2 | 1 |
| Janesville | 17 | 1 | 1 |
| Kenosha | 28 | 1 | 0 |
| La Crosse | 30 | 1 | 1 |
| Madison | 68 | 2 | 1 |
| Manitowoc | 24 | 1 | 1 |
| Marinette | 9 | 1 | 1 |
| Medford | ? | 0 | 1 |
| Milwaukee | 455 | 6 | 3 |
| Oshkosh | 26 | 1 | 1 |
| Poynette | ? | 0 | 1 |
| Racine | 39 | 2 | 1 |
| Rice Lake | ? | 0 | 1 |

(Continued on page 70)

**SOUND EQUIPMENT— *precisionized* —mechanically and electronically— *for finer performance***

# IMMEDIATE DELIVERY!



*Unit 540*

## *a limited number of Fairchild* AMPLIFIER-EQUALIZERS!*

UNIT 540 is the latest model Fairchild Amplifier-Equalizer. Its design permits the unusual operational advantage of *unlimited frequency selection* over two critical ranges: 20 to 100 cycles; 4,000 to 10,000 cycles with an available boost of 0 to 20 db.

*Unlimited frequency selection* compensates for brilliance-loss at the slower 33.3 speed and for response-deficiencies of cutterhead, disc material, pickup or speaker by electronically boosting the higher frequencies from 4,000 on up to 10,000 cycles — with a negligible effect on volume and without loss in the bass.

Unit 540 can be used with two recorders to record or play back continuously by switching from table to table; to make two identical records at the same time; or to 'dub' from one table to the other as in copying a recording played on one table and recorded on the other.

Unit 540 is compactly designed to fit into a light-gauge metal trunk measuring 17″ x 18″ x 11″. It can also be rack mounted. And provision has been made in the inputs and outputs to permit operation under many varying conditions — to meet the exacting professional requirements of the radio and communications fields.

Descriptive and priority data are available. Address *New York Office:* 475 — 10th Avenue, New York 18; *Plant:* 88-06 Van Wyck Blvd., Jamaica 1, New York.

Fairchild CAMERA AND INSTRUMENT CORPORATION

SOUND EQUIPMENT

## Is YOUR sales message reaching this *fertile market* ?

.5 Millivolt Contour
Jansky & Bailey
Washington, D. C.
Key: Primary Area—White
Secondary—Dark Gray

For 25 years, farmers and working people in this rich industrial and agricultural area have depended on WDZ for market reports, crop and livestock bulletins, complete news coverage and homey live-talent entertainment.

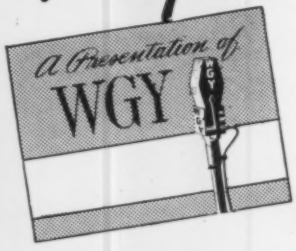
Directing the entire day's broadcast to these listeners, WDZ has built a solid, loyal audience who listen and buy WDZ advertised products. Let WDZ's "directional programming" carry your sales message to market.

REPRESENTATIVES: HOWARD WILSON COMPANY

1050 KILOCYCLES **WDZ** 1000 WATTS
TUSCOLA, ILLINOIS
"The Regional Station"



# People Listen to WGY's PUBLIC SERVICE PROGRAMS




"THE FUTURE BEGINS NOW," a Public Service program on WGY, was presented for 26 weeks last fall and winter with author and psychologist, Ernest M. Ligon, PhD., of Union College, Schenectady. Dr. Ligon, on the program, discussed parent-child problems with guest community groups.

On the last four broadcasts a brochure of five scripts on "Discipline" was offered, and 1569 WGY listeners asked for a copy . . . proof of the popularity of WGY's Public Service programs among people in the Hudson Circle.

"The Future Begins Now," with Dr. Ligon, returns to WGY October 1, for 26 weeks.

**WGY**

**SCHENECTADY, NEW YORK**

*50,000 watts—NBC—23 years of service*

*Represented Nationally by NBC Spot Sales*

GENERAL ELECTRIC

WGY-249


## Stations

(*Continued from page 68*)

| City | Retail Sales (in millions)* | Normal Number of Broadcast Stations | Present Number of Broadcast Stations † |
|---|---|---|---|
| **WISCONSIN** (Continued) | | | |
| Sheboygan | 36 | 2 | 1 |
| Stevens Point | 10 | 1 | 1 |
| Superior | 24 | 1 | 1 |
| Waukesha | 13 | 1 | 0 |
| Wausau | 21 | 1 | 1 |
| West Allis | 17 | 1 | 0 |
| Wisconsin Rapids | 9 | 1 | 1 |
| **WYOMING** | | | |
| Casper | 18 | 1 | 1 |
| Cheyenne | 25 | 1 | 1 |
| Laramie | 10 | 1 | 0 |
| Powell | ? | 0 | 1 |
| Rock Springs | 9 | 1 | 1 |
| Sheridan | 12 | 1 | 1 |

*Copyright 1945, SALES MANAGEMENT Survey of Buying Power: further reproduction not licensed.

† Taken from BROADCASTING 1945 YEARBOOK. Only commercial, standard broadcast stations are counted.

## *NEW MAGNETEPHON HAS HIGH QUALITY*

(*Special from Monte Carlo, Monaco*)

DISCLOSURE has been made here that Germany manufactured a portable Magnetephon [BROADCASTING, Sept. 2] weighing 65 pounds overall. Tape recording and playback unit was demonstrated at Radio Monte Carlo to the U. S. Broadcast Mission. Portable equipment was left by Germans when they absconded in a hurry a year ago. French and Monacan engineers smuggled parts from the station while under German operation sufficient to rebuild two portable recorders now in regular use.

Permanent equipment weighing several hundred pounds had been seen previously at Luxembourg, Hamburg and Berlin but not in England and France. Fine quality of reproduction and playback impressed the mission. Steps have been taken to get U. S. patents. Equipment is manufactured by A. E. G. Magnetephon, Berlin, with plastic-base tape, iron oxide impregnated, made by I. G. Farben's Frederickshafen factory. Signal Corps officers are investigating the equipment and patents.

Portable units were used to record the Army Band when the U. S. group visited Monte Carlo Sept. 2. Playback was perfect. Florenz Fels, program director, said quality of the portable was as good as the heavy machine with perfect reproduction 50 to 8,000 cycles flat, but tapering off sharply thereafter. Portable weighs 55 pounds, amplifier 10 pounds.

## Speaks on Developments

JOHN ESAU, general manager of KTUL Tulsa, during the past month has made speeches before practically every civic organization in Tulsa and neighboring communities, making a stock address illustrating radio's latest developments. Mr. Esau takes with him several pieces of standard equipment for demonstration.

# Scharfeld Leads Probers for AMG

### Innermost Nazi Secrets Bared Under Careful Investigation

INNERMOST secrets of Nazi Germany's long preparation for war and the brutal "nacht and nebel" system are being uncovered by investigators of the Allied Military Government, working under Capt. Arthur W. Scharfeld, member of the law firm of Loucks & Scharfeld.

Capt. Scharfeld

Story of Capt. Scharfeld's discoveries is told in a dispatch to the Washington *Star* by Thomas R. Henry, *Star* correspondent. Writing from Munich, the correspondent tells how "nacht and nebel" or "night and fog" records have been found in clear language though they were supposed to have been kept only in undecipherable code.

The records covered the disappearance of persons who expressed anti-Nazi views. These persons were put to work in German factories, but as the war went on they showed a high incidence of fatal heart disease "induced by bullets".

Whereabouts of men alive are revealed by the records Capt Scharfeld is probing, though few of those on the lists escaped the "heart disease".

Story of a hitherto unknown corporation, similar to the U. S. Defense Plant Corp., is unfolded in records Capt. Scharfeld is studying. They trace formation in 1934 of a Montan Industries, which bought up great tracts of land, mostly forests. Vast industries created for armament purposes were scattered and hidden from visitors and even Germans did not suspect the extent of the giant operations. In 1938 the plants were openly leased to German corporations, though financed by the Nazi regime for the armament program.

Capt. Scharfeld took the original AMGOT training courses at Camp Custer and Stanford U., going to England before the invasion. He went to France after the entry into Normandy and later was given an AMG assignment in Germany.

## Fire Prevention

JAMES D. SHOUSE, vice-president of Crosley Corp., was presented with a plaque on behalf of WLW Cincinnati for "outstanding public service in fire prevention" by Frederick Rauh, president of the Cincinnati Fire Underwriters Assn. The citation commended WLW for "special distinction among America's radio stations" in its cooperation with local and regional fire fighting organizations and for spreading information about fire hazards.

XUM

# *Ready for Fall Presentation*

## in the Rich Los Angeles - Long Beach Market

# TWO THRILLING SHOWS

### Featuring Serial Adventure Heroes - Known to Millions of Readers of Comics

**1** FIRST, EXCLUSIVE PRESENTATION IN SOUTHERN CALIFORNIA
New World Broadcasting System Feature

THRILLS! CHILLS! SUSPENSE!

## MANDRAKE THE MAGICIAN

**156 PROGRAMS . . . 15 MINUTES**

He's here! 172 newspapers print his adventure strip—16 million Americans of all ages watch for him eagerly. Now, the cream of these spine-tingling episodes have been selected for 156 fast, exciting shows.

by Lee Falk & Phil Davis
Copr. King Features Syndicate, Inc.

**2** EXCLUSIVE PRESENTATION IN SOUTHERN CALIFORNIA
Popular Kaspar-Gordon Thrill Show!

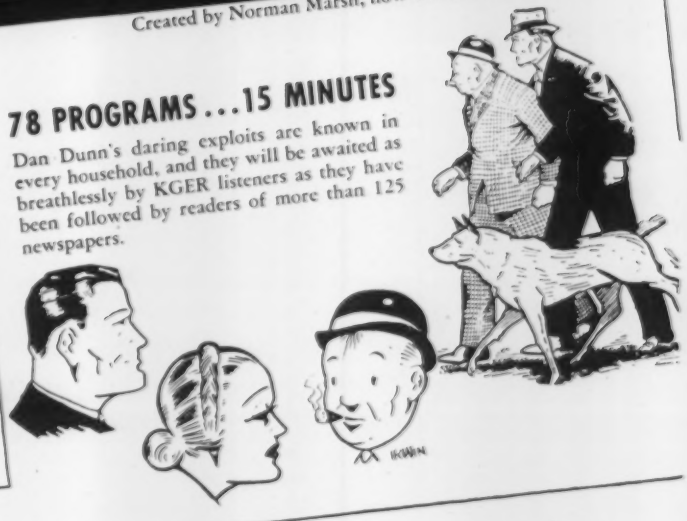
*One Adventure After Another!*

## DAN DUNN SECRET OPERATIVE 48

Created by Norman Marsh, now with Marine Corps.

**78 PROGRAMS . . . 15 MINUTES**

Dan Dunn's daring exploits are known in every household, and they will be awaited as breathlessly by KGER listeners as they have been followed by readers of more than 125 newspapers.



**TOPNOTCH KIDDIE AND ALL-FAMILY ENTERTAINMENT**
**LATE AFTERNOON AVAILABILITIES**

An unbeatable opportunity to get your sales story over in this key area. For immediate details, phone, write or wire.

**5000 WATTS, *FULL TIME***

LOS ANGELES
LONG BEACH
# KGER

OWNED AND OPERATED BY MERWIN DOBYNS

Represented by SPOT SALES, INC.
New York Chicago San Francisco Los Angeles

## COVER THE WEST'S GREATEST MARKET -at Lower Cost!

**Top Per Capita Buying Income***
Long Beach ($2,555.00) highest effective buying income among cities over 100,000 population.
Los Angeles ($1,922.00) highest of all cities of 1,000,000 population.

**KGER'S 5000-Watt Transmitter**
reaches the huge industrial and consumer market of Southern California, with more than 3,000,000 people in Los Angeles and Orange Counties alone.

*Copyright 1945, Sales Management Survey of Buying Power; further reproduction not licensed.



XUM

## Radio for GI's

(*Continued from page 30*)

VDMT teaser spot announcement effort. This followed the Lucky Strike LS MFT theme. "V. D. Means Trouble" was the message ten times daily on the air for a week. Then came the story. GI's were told to look for the green light for safety. "For a moment of play you might have to pay," ran the copy. "Look for the green light."

**No Shouting, Preaching**

Capt. Sanford Cummings, operations officer for Germany (formerly radio department Benton & Bowles), told the mission about problems ahead on programming for the GI. He said the shouting, exhorting type of news commentary won't satisfy the boys. They get irritated when people shout at them. They don't want their news dramatized. When mention was made of Winchell, Heatter and Pearson, he said GI's are shouted at 20 hours a day, and they don't like shouted or evangelistic stuff. Col. Hayes concurred, saying they resented being preached at by a commentator.

---

FIRST of six dramatizations of Tolstoi's classic "War and Peace" will open the winter series of "The World's Great Novels," produced by NBC "University of the Air," starting Friday, Sept. 14, at 10:30 p.m., over full NBC network from Chicago.

## Aids Veterans

ONE of a series of discussions on veterans' affairs over WIOD Miami recently proved its worth immediately. A local representative of the Veterans Administration mentioned in an interview that it is illegal for attorneys to accept payment for filing claims under the G. I. Bill of Rights. Within a short while, three veterans phoned the station and reported paying such fees. An investigation was begun immediately to correct the situation.

## Daily Serials

(*Continued from page 24*)

gram would you prefer to a 'soap opera'?"

Again, it is hard to get clear-cut replies to this question. Nineteen per cent (201) said they greatly preferred a good variety show with a clever master of ceremonies. *Breakfast Club* and *Breakfast in Hollywood* were mentioned specifically as the sort of a program these women preferred.

Eight per cent (82) said they liked *Aunt Jenny*, whose stories were not long drawn out, far better than soap operas. Ninety-two per cent (948) said they enjoyed such a program much better than a "soap opera" which was not interesting to them. But it was not clear what "not interesting" meant.

The criticism which came up occasionally was that a particular serial was not "true to life". But many other women seized on just that point as the reason they liked to listen. It made them feel that they were able to meet their own problems, when they listened to other women struggling.

**Conclusion**

To sum up:

If this sample of Columbus women can be taken as an accurate cross section for women in the upper brackets, with high school educations, who live in small cities, we can list the following conclusions:

1. Listening to daytime serials is not a neurotic symptom of American women. It is simply a substitution for human companionship during the day when the rest of the family is out of the house.

2. Eighty-two per cent of the housewives with children of school age listen to "soap operas".

3. Listening to daytime serials is part of a larger pattern of household activity and revolves around the household tasks.

4. Small children in the home influence a woman's listening habits. Mothers of small children tend to prefer music while they do their housework, whereas mothers of children of school age prefer the continued story.

5. Where another type of program is preferred to the soap opera, it is a program where the interest is held by a distinct personality, as in the case of a master of ceremonies or a story teller who lends continuity to the program.

## Wage Increase

SALARIES of members of the Radio Writers Guild with CBS in Chicago were boosted from $220 to $260 per month as a result of automatic 10% annual increases granted in a three year pact signed by WBBM Chicago, and Herb Futran, Guild president. New employes are to start at $225 per month and apprentices at $185.

**TOPS IN THE "HEARTLAND"**

In the "Heartland" you'll find some of the richest, busiest farms of the midwest, plus important industries including meat packing plants, corn processing, soybean and sugar beet factories. Producing food for a hungry world has naturally increased the "spendable" income at home.

**TOUCH "HOME" WITH KGLO**

293,080 Radio families in the area are reached by the friendly voice of KGLO. Tell them . . . sell them . . . put KGLO on your station list.

*Use KGLO and WTAD*
*Quincy, Illinois*
*A Natural Combination*

**kglo**

MASON CITY Iowa

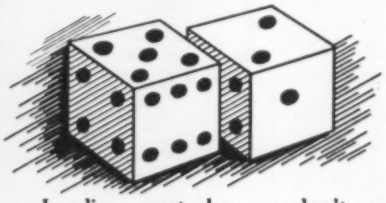
1300 K.C. 5,000 Watts

CBS Affiliate

Weed & Company, Rep.

A Lee STATION

*the dice are loaded!*



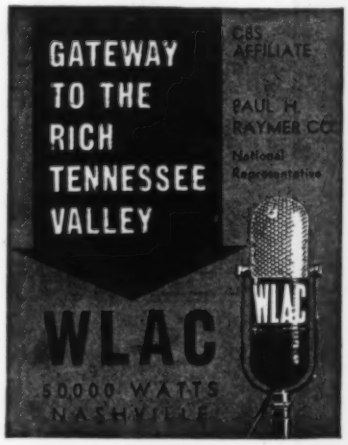
Leading spot buyers don't gamble! In Alabama they know you can't lose on WSGN!

**243** quarter hours of non-network commercials are on WSGN compared to 195 on station B, and 189 on station C.

WSGN covers more of Alabama than any other station and tops them in listeners too!

**WSGN**

THE BIRMINGHAM NEWS-AGE-HERALD STATION
Represented Nationally by Headley-Reed Co.



# TELEFAX— Printed, Illustrated News by RADIO via FINCH FACSIMILE

**TELEFAX** is the name of radio-in-writing equipment pioneered years ago by Finch Telecommunications—interrupted by the war—and now being readied for widespread use.

**TELEFAX** will offer—to urban and rural homes, to ships at sea, planes in the air and cars on land—a means of getting the very latest information and detailed printed news, and other educational and entertainment matter transmitted by the most modern type of facsimile equipment.

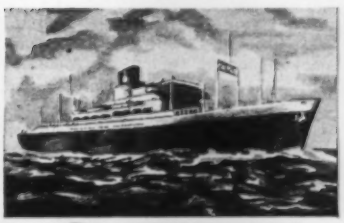
**TELEFAX** offers to broadcasters an opportunity to expand their power, influence, profits and public service.

Inquiries are invited. Finch Telecommunications, Inc., Passaic, N. J.
New York Office, 10 East 40th Street.

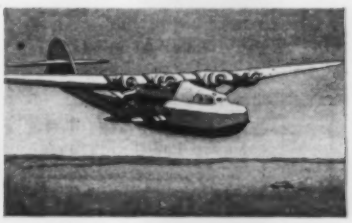
**THE *AIRPRESS***

FOR SUBURBAN AND RURAL HOMES

FOR SHIPS AT SEA



FOR PLANES IN THE AIR



FOR VEHICLES ON LAND

# finch facsimile

XUM

## Porter

(*Continued from page 16*)

commercialism" prevents "many stations from discharging their public responsibilities".

**Many Factors**

"Obviously," he declares, "there are many offsetting factors on the other side of the ledger. Certainly a blanket condemnation of broadcasting stations and networks would be unfair. Leading networks and trade associations have undertaken to lay down standards which, if generally followed, would go far toward mending matters. But competition among stations and networks is so intense that usually the commercial sponsor or his agent has the last word."

In surveying records for license renewals, Mr. Porter says "we have no thought of making the original license application a rigid blueprint for the future. But we do expect to remind the broadcaster of his public responsibilities, and to narrow the gap between promise and performance." The next paragraph states that the FCC has no power to interfere with any specific program, nor is it a power which the Commission's chairman desires. Although not mentioned, the apparent incongruity between the FCC's renewal action and permitted power would seem to be cleared up by the word "specific".

Mr. Porter suggests, "Maybe the time has come for Congress to clarify public policy in this field. It is certain if Congress did undertake a revision of the old Radio Act of 1927, it would not confine its considerations to the lengthy commercial announcement. Congress would doubtless take up questions of whether news should be sponsored at all, and consider proposals that certain hours of good listening time be withheld from sale entirely, in order that stations would have no alternative but to broadcast sustaining public-service programs during that period.

"They might consider the question of how radio can best be used to develop local talent in its own communities. And it would appear certain that provisions in the present act which require the Commission to encourage and foster competition would be strengthened and not weakened. These and many more problems would run the gamut of legislative debate if Congress decided to act."

If the radio industry "is to avoid legislative intervention in certain phases of its operation," the Chairman concludes, "it should undertake to discontinue practices which are making the public angry.

"There is a saying about 'putting your own house in order, before the law does it for you with a rough hand.' It is an old, trite saying, but still true," he warns, "as many a proud industry, from the railroads to the stock exchanges, knows to its sorrow."

## NYC Uses Show

NEW YORK City Park Department has received permission to use *Happy the Humbug*, syndicated transcribed children's show of NBC's radio recording department, as a marionette show for performance in the city parks. Plans are to take the marionette show this fall to public schools and hospitals.

## Einstein Repeat

FOR the first time since it went on the air, WGN-Mutual's *Human Adventure*, 9-9:30 p.m. CPT., Wed., will originate in Mutual's New York Playhouse, Sept. 12th. Program will also inaugurate a guest star policy with Clifton Fadiman and Colonel Lemuel Q. Stoopnagle starred on a repeat performance of "The Einstein Theory", first presented March 9, 1944. It drew 12,000 requests for a repeat broadcasts. Sherman Dryer, director-producer, in cooperation with the University of Chicago, will show how Einstein's theory was a basic part of research on the atomic bomb.

E. C. A. INTERNATIONAL Corp., New York, export division of Electronic Corp. of American, has appointed Ghulam Nabi & Sons, Lahore, India, as exclusive distributors of E. C. A. radios in India.

## *NAB INAUGURAL DINNER ON OCT. 2*

INVITATIONS will be sent early this week for the NAB inaugural dinner in Washington Oct. 2 at which Justice Justin Miller will formally assume office as trade association president.

All members of Senate and House, the Cabinet and leaders in official and military life in the Capital will be invited guests, the list of invitees to exceed 1,000. As a result, there will be limited space for broadcasters outside the Capital.

NAB board members, who meet Oct. 1-2 in Washington, will attend, along with three representatives to be designated from each district (one each from large, medium and small stations). Networks also will be limited and Washington stations will be allowed three each. Trade press, newspaper and press association invitations will be limited.

Program plans call for an address by Chairman Paul Porter of the FCC; farewell address by Interim President J. Harold Ryan, and inaugural address by the new president. Toastmaster had not been designated. Event will be held in the Presidential Dining Room of the Statler.

## NBC Revisions

REVISIONS of prices of NBC recorded syndicated programs, amounting in some cases to as much as 40 per cent, went into effect Sept. 1, according to individualized folders sent last week to stations throughout the country by NBC radio recording divsion, which this coming week will send similar notices to advertisers and agencies. Folder and an accompanying letter from Willis B. Parsons, assistant sales manager, point out that the "ever-increasing use" of these programs by stations and advertisers enables NBC to make the reductions, "despite rising production costs and larger budgets for radio shows". New prices should help stations in smaller markets in selling both time and programs, NBC believes.

**IT'S WFPG 10 TO 1!**

A recent certified poll* reveals that Boardwalk radios in Atlantic City are tuned to WFPG 10 to 1!
Atlantic City is the mecca of millions ALL YEAR ROUND from ALL OVER the country. Reach a cross-section of America through WFPG, New Jersey's only American Broadcasting Company station.

For further details on **THE FRIENDLY GROUP,** Write
SPOT SALES
NEW YORK • CHICAGO
SAN FRANCISCO • LOS ANGELES

*Consumer Research and Survey Poll
Station WFPG ..... 90%
Station "A" ..... 9%
Outside Stations ..... 1%

WSTV WFPG WJPA WKNY
STEUBENVILLE, O., ATLANTIC CITY, N. J., WASHINGTON, PA., KINGSTON, N. Y.
THE FRIENDLY GROUP

**57.7%**
*of all Iowa families "Listen Most" (night) to*
**WHO**
*(55.6%, daytime)*
*Write for complete facts!*
50,000 Watts · Des Moines
*Free & Peters, Representatives*

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

NATIONAL PRESS BLDG.
WASHINGTON 4 - D C
Metropolitan 1022

September 10, 1945.

TO THE BROADCASTING INDUSTRY:

Your 1946 YEARBOOK questionnaire is now in the mails. Kindly fill in the required information promptly, sending changes in later, as they occur. Your cooperation will insure accurate listing in the various directories. Please send all Yearbook data to the Washington offices.

Thank you.

*the Editors—*

1946 YEARBOOK*

*Twelfth in a distinguished series.

YOU can buy the Gates CB7 Transcription Turntable at any of these Gates Authorized Distributors:

Specialty Distributing Co.,
425 Peachtree Street, N.E.,
Atlanta, Georgia.

223 East Broughton Street,
Savannah, Georgia.

554 Mulberry Street,
Macon, Georgia.

709 Chestnut Street,
Chattanooga, Tennessee.

Houston Radio Sup. Co., Inc.,
910 Calhoun Avenue,
Houston, Texas

Radio Specialties Company,
1956 S. Figueroa Street,
Los Angeles, California,
and
Phoenix, Arizona.

Manufacturers Sales Terminal,
222 Columbia Building,
Spokane, Washington.

Westinghouse Electric International Company,
Forty Wall Street,
New York, New York.
(EXPORT ONLY)

Canadian Marconi Company,
Montreal, Quebec, Canada.

**GATES RADIO CO.**

Quincy, Ill.

## FM Applicants

(*Continued from page 15*)

Commission advised pending applicants it will consider their applications "as soon as practicable after Oct. 7, 1945". If examination of the application and the supplementary information received is satisfactory, it stated, "the Commission may make a conditional grant of your application subject to the condition that complete engineering information will be filed within 90 days after date of conditional grant."

However, the Commission "may issue a construction permit including the assignment of a frequency rather than a conditional grant" if the application contains the engineering data called for in the FCC report of Aug. 24 on FM Rules and Regulations [BROADCASTING, Aug. 27].

The Aug. 24 report was issued to enable manufacturers, licensees and applicants to prepare immediately for FM broadcasting service. The final draft is expected to be issued within the next two weeks.

The Commission policy for processing applications reaffirms its previous statement that FM commercial broadcasting would be assigned the 92-108 mc band, with noncommercial educational stations to be given the 88-92 mc band. The Aug. 24 report stated that the Commission intends to utilize the frequencies in the 106-108 mc band for FM stations only in the northeastern part of the country and that in the remainder of the country this region of the spectrum can be used for facsimile.

Procedures for processing television and developmental and noncommercial FM stations will be issued shortly.

## V. P. Thorp

VAUGHN P. THORP, 51, an engineer at Bell Telephone Labs, New York, died Sept. 5 of a heart attack on the downtown street of Ridegewood, N. J. He had been an instructor in radar course in Bell Labs. school for war training and was the author of several handbooks for the armed forces on maintenance and operation of war equipment developed by the laboratories. He lived in Ho-ho-kus, N. J. Surviving are his wife, Hazel Z. Thorp, and a brother, Lt. Col. Kermit O. Thorp, stationed with the Army Air Forces in Chicago.

## Deny Noble Motion

MOTION filed July 21 in state supreme court of New York by Edward J. Noble, chairman of the board of American, in which he seeks to examine Donald Flamm, former owner of WMCA New York, in connection with the litigation concerning Mr. Flamm's charges that he was coerced into selling the station in 1941 to Mr. Noble for $850,000 was denied by the court last Thursday.

BUD THORPE, WOAI Special Events Director, and Texas Ranger Walter Naylor, who aided in evacuation during the Texas Gulf Coast hurricane.

## *TEXAS HURRICANE COVERED BY RADIO*

FOLLOWING the hurricane on the Texas Gulf Coast, the Texas Highway Patrol teletype carried a message from Col. Homer Garrison, director of the Dept. of Public Safety, giving "Heartiest congratulations to Bud Thorpe and Hoxie Mundine of WOAI (San Antonio), for a job well-done."

The hurricane had been followed along the coast by Special Events Director Thorpe and Engineer Mundine, who spent four days with little sleep or food to accomplish what is considered one of the finest public service undertakings of WOAI.

The WOAI crew carried remote equipment and a wire recorder and were provided use of Ranger Walter Naylor's two-way shortwave radio. By telephone and shortwave the station received reports on the storm's progress and estimated time of arrival at various points along the coast were broadcast. An invaluable service in evacuation was rendered since many telephone lines were down.

At the height of the storm, Thorpe and Mundine originated a broadcast from Corpus Christi, bringing in Naylor by shortwave from Aransas Pass, 30 miles away. Highway patrolmen and Red Cross representatives were interviewed.

KTBC Austin made hurried plans to report the hurricane through Manager Pat Adelman who was vacationing in Galveston at the time. A special line was arranged for and it appeared as though the station manager would spend his vacation reporting the story but the storm died down before reaching Galveston.

## Heatter Honored

A. A. SCHECHTER, director of news and special events of Mutual, presented Gabriel Heatter, commentator on the network, with a portable typewriter from the network's news division on Sept. 6, beginning of Mr. Heatter's 14th year of broadcasting. Presentation was made at a press luncheon at the Ambassador Hotel, New York, at which Edgar Kobak, Mutual president, and Louis R. Wasey, president, Erwin, Wasey & Co., agency for the commentator's sponsors, R. B. Semler Inc. and Zonite Products Corp., paid tribute to Mr. Heatter's achievements. His broadcasts last month received the top Hooper rating of all network commercial programs, with 11.8.

FOUR of American's "Quiz Kids," Joel Kupperman, Ruthie Duskin, Richard Williams and Harve Fischman are subjects of an article, "The Quiz Kids Are in the Money", in the September issue of Redbook magazine.

## WDSU

(*Continued from page 16*)

fillment of the statutory requirement to afford him 'equal opportunities'."

The Commission also denied that the offer of WDSU to clear time between 8 p.m. and 10 p.m. on Saturdays for Sen. Overton was "equal" to the time used by Mr. Stephens on Thursday evenings and pointed out that the latter made only one Saturday night broadcast during the campaign, and that on the last Saturday before the election. As to the comparative value of Saturday and weekday time, the Commission observed: "One has merely to compare the number of persons on the streets and in various public places such as theatres, restaurants and night clubs on Saturday nights with the number at similar places on week nights to realize that a station's potential listening audience, especially for serious political speeches as distinguished from dance music and similar programs, is likely to be less at such time than on week nights."

### Contrary to Policy

Referring to testimony before it by Fred Weber, manager and part-owner of WDSU, that the station could not offer time on weeknights to Sen. Overton because of an established policy not to cancel regularly scheduled commercial programs in order to clear time for political broadcasts, the Commission asserted: "This statement of policy reflects such a complete failure on the part of respondents to appreciate their obligations as station licensees (to operate in the public interest) as to require severe censure of such policy.

"Under the Communications Act of 1934 and the Commission's Rules and Regulations, a station licensee has both the right and the duty to cancel such previously scheduled programs as may be necessary in order to clear time for broadcasts of programs in the public interest. And the mandate of Section 315 is both positive and explicit: 'He shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station. . . .' It is impossible to reconcile respondent's policy with this statutory requirement."

As both majority owner of the station and candidate for public office, Mr. Stephens, the Commission held, "was under a peculiar obligation to make certain that the operations of this station did not afford the opportunity for his opponents to complain that the public facility over which he had control was being used for personal political advantage. A station operator more sensitive to the requirements of the statute and the traditional practices in the broadcasting industry would have been more scrupulous in this respect . . .

### Record Not Clear

"Had the record been clear that Stephens as a licensee of this Commission wilfully and deliberately used this privileged position to discriminate against his political opponents such an offense would warrant revocation proceedings. It appears, however, that Stephens, who was not the active manager of the facility, was perhaps more guilty of a lack of understanding of his obligations and responsibilities as a licensee than any wilful intent to utilize his broadcasting facilities unlawfully."

Testimony at the hearing on the complaint brought out that management and control of daily operation of WDSU were under Mr. Weber and that neither Mr. Stephens nor H. G. Wall, remaining minority owner, participated actively in station operations.

Reviewing its findings, the Commission saw no justification for drastic action "because of a single episode in which the licensee exercised questionable judgment in the operations of his station." It pointed out that "the only sanction [it] could apply would be after appropriate further proceedings to revoke the station's license and thus destroy a service which the Commission has heretofore found meets the standards of public interest."

Considering the attendant circumstances, the Commission therefore decided that proceedings be closed, with notice that the record is subject to further review in considering the station's overall operations when application is made for renewal of license. Addressing broadcasters it concluded:

"This proceeding should serve, however, to remind the licensee that the facility in which he has an interest is not an instrumentality to be used for his personal political advancement. Broadcasters have a particular obligation to avoid discrimination in political contests and broadcasters generally are conscious of this responsibility."

The proceeding was the first of its kind under Section 315 of the Act. Attorneys William Koplovitz and Richard C. O'Hare represented the station and P. W. Seward and Philip Bergson handled for FCC.


SOUTHERN HIGH SPOT!

With the world waiting for Savannah's famous products, there'll be painless readjustment in the weeks ahead. "PERMANENT PLANTS — PAYROLLS—PEOPLE". The WSAV market!

NBC

WSAV
SAVANNAH

National Representatives
GEORGE P. HOLLINGBERY CO.


## Shaffer Is In Charge Of WSPA Spartanburg

ROGER SHAFFER has been named assistant general manager of WSPA Spartanburg, and Guy Vaughan Jr., commercial manager.

Mr. Shaffer has been connected with the Spartanburg Advertising Co. station owners since Nov., 1940. He will have charge of the operation of the station during the absence of Walter Brown, vice-president and general manager, who is now special assistant to the Secretary of State, James F. Byrnes.

Mr. Shaffer succeeds John W. Kirkpatrick, who has resigned [BROADCASTING, Sept. 3].

Mr. Vaughan returns to WSPA after an absence of ten years, during which he has been with the Spartanburg Herald-Journal Co., handling national and local advertising. Prior to going with the newspaper he served as announcer and salesman for WSPA.

## Beck, Glass Join

MYER P. BECK, formerly director of publicity for United Artists, and George Glass & Assoc. of Hollywood, have joined to form a publicity partnership, Myer P. Beck & George Glass & Assoc., with New York offices at 729 Seventh Ave., under Mr. Beck, and Hollywood offices at 7192 Sunset Blvd., under Mr. Glass.


FACT or FICTION?

**Q.** Newspapers are made principally from rags.

**A.** *Fiction.* The paper is made of wood pulp.

*It's a Known* FACT *that*

WLAW

LAWRENCE, MASS.

delivers sales messages to nearly 2 million listeners in Industrial New England. Send for revealing data.

5000 WATTS 680 Kc.

NATIONAL REPRESENTATIVES:
WEED & CO.



*Transcription Turntables*

WE ARE now in full production on turntables and are able to make excellent deliveries on chassis only, chassis with cabinets, or complete with lateral pickups and filters.

All equipments are latest design, inside rim drive dual speed with aluminum platter.

The next time you buy turntables, buy the latest—the GATES CB7.

*GATES RADIO COMPANY*
*Quincy, Illinois*

THROUGHOUT THE DEEP SOUTH
Folks Turn First to—
WWL
NEW ORLEANS
50,000 Watts
Clear Channel
CBS Affiliate—Represented Nationally by The Katz Agency, Inc.

HORACE N. STOVIN AND COMPANY
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

WFMJ
SELLS
The Rich Mahoning Valley
Ohio's Third Market at less cost—affiliate of the American Network.
Ask HEADLEY-REED
WFMJ
YOUNGSTOWN, OHIO

Relax in Cool Comfort
HOTEL Mayfair
Saint Louis
AIR-CONDITIONED

## Italy

(*Continued from page 18*)

rated high but U. S. transcribed programs are top.

Current set tax is 160 lira per year, double that six months ago. It is expected to be doubled again in near future. Italy is starting listener surveys by interviewing people in factories and homes on their program choices. Delayed recall method is used. Ronla operates 12 hours daily on a split schedule, 7-9 a.m., 12-2:50 p.m., 5-midnight. No regular advertising agencies operate in Italy. Station or networks sell whole program including talent. Network programs are based on cost-per-minute, usually about 1,200 lira ($12). No distinction is made between day and evening time but plenty of the latter is available. Under the new order six major political parties are given 10 minutes a day alternately after the 1 p.m. news. Four minor parties get time Sundays, once per month.

**Has Own Agency**

The Italian company has its own talent agency, SIPRA, which sells programs commercially. Advertisers could influence program type but usually buy one with an established audience.

U. S. Broadcasting Mission was briefed on the AEF station in Rome by Capt. James Rawley, the director and a former Hollywood radio actor, who had unvarnished observations on the importance of American-type radio. Overseas from the start, he told how stations using the best recorded network programs plus AFRS had kept the Army informed and entertained and still served the native populace. Entirely divorced from AFN, the Rome station has a staff of a dozen. Because the Italian people like our music the Army radio has helped break down barriers, Capt. Rawley said. Even Germans listened, he said. Italian newswriters held the AEF station had 75% of the Rome audience and fan mail supported the claim. Station receives an average of 4,000 letters weekly. Dina Shore is most popular artist, with Roy Acuff, hillbilly, ahead of Frank Sinatra. Surveys show GI's once liked jive but now want sentimental music. Radio in the Mediterranean Theater is as good as any in the world because it has pick of the best talent via recordings, the original production cost of which would run $1,500,000 weekly.

Programs are decommercialized but Army commercials are substituted. Reaction proves that commercial radio is still tops because the people take heed of what they hear. Gen. Clark is absolutely radiominded and encouraged development of stations throughout the Italian campaign.

Capt. Rawley cited reports from Army doctors that patients convalesced faster with programs available. This was especially true among amputees and cast cases. Doctors called radio a Godsend. Referring to British radio competition with ours in Rome, Capt. Rawley said the British haven't got a chance because they play British recordings far inferior to ours. British soldiers prefer our stations. Many listeners believe the most important secret weapon for peace is a commercial radio system, Capt. Rawley said, urging a fully commercial competitive system for Italy, which appreciates our ways.

## *RAY BAKER NAMED KOMO COMM. MGR.*

RAY BAKER, network sales representative of NBC in the San Francisco area, has been appointed commercial manager of KOMO, NBC San Francisco outlet, according to an announcement made last week by O. W. Fisher, president of "Fisher's Blend Station", KOMO.

Mr. Baker

Born in Washington State, Mr. Baker was graduated from Stanford U. He was Oakland manager for Pacific Railroads Advertising Co. in 1936, and with KFRC San Francisco for six years. He has been with NBC since 1942.

## VIPS

(*Continued from page 18*)

ican make transcriptions of outstanding ceremonial events for U. S. stations was favorably received by the Rev. Filippo Soccozsi, Vatican radio director.

* * *

Second portable Magnetophon tape recording playback machine was located at the Vatican station. It was bought from Germany five years ago.

* * *

Committee from the Mission held a brief conference with Italian Premier Ferruccio Parri in Rome Wednesday. The Chief of State thanked America for its leadership in world affairs and its aid to Italian recovery. He delayed a Cabinet meeting for an interview with Morris Norvik, manager of WNYC New York and Mayor LaGuardia's radio advisor. Committee included Col. Kirby and Messrs. Miller, Woods, Reinsch, Hedges, Swezey, Campbell and Taishoff. Riccardo Aragno, commentator of Radio Roma, was interpreter.

* * *

Domestic scene 7,000 feet up, flying from Rome to Paris—Mark Woods, American president, sewing a torn coat lining.

* * *

Mission members were guests Tuesday night of U. S. Ambassador Alexander C. Kirk at the famed Palazzo Barberini. Afterward they were guests of Anthony Ravell, director of Voice of America, former OWI enterprise and now presumably under the State Dept. Heads of Italian radio attended.

* * *

When transatlantic travel becomes commonplace, the famed Riviera will have plenty of customers among broadcasters. The Mission shacked up at Hotel du Cap between Cannes and Nice Aug. 31, Sept. 1, 2 before leaving for Rome. Like other billets it was an Army recreation area. Brig. Gen. Riley Ennis, ex-desert fighter, commands the center and acted as host.

* * *

Ten missioners went to Monte Carlo in nearby Monaco Sept. 1 but couldn't try their luck because Gen. Eisenhower had ordered the Casino off limits for the missioners. MPs escorted a Casino tour at which broadcasters picked up souvenir chips but didn't have a chance to play. The Monte Carlo radio station was visited.

## T V Quiz Show

WBKB Chicago, television station, will present *Telequizicals*, video quiz program, as a weekly feature, each Friday, at 8:00 p.m. as a result of program's favorable listener reaction. Show is sponsored by Commonwealth Edison.

## Ackerman Trip

HARRY ACKERMAN, vice-president in charge of programming of Young & Rubicam, New York, leaves on a business trip to the West Coast Sept. 14.

HOW'D YOU LIKE TO SELL AN $800,000,000 MARKET?
KBON
Omaha's MUTUAL station offers you
$800,000,000 . . . the buying income of KBON's 17-county area in the heart of the rich central Missouri Valley Market.
$800,000,000 . . . equal to two-thirds of the buying power of the entire state of Nebraska, in an area equal to only half the population of the state.
An $800,000,000 market available to you on KBON . . . the station that SELLS!
Concentrated Coverage
Low Rates
Promotion Helps
OMAHA
COUNCIL BLUFFS
General Manager, PAUL R. FRY
National Repr., SPOT SALES, INC.
MUTUAL BROADCASTING SYSTEM
"The Midwest's Greatest Market"

## Surrender

(*Continued from page 17*)

Francisco and fed to networks was transmitted on 17225 kc from the *Ancon* and relayed by the Navy's Guam station using 3 kw on 15930 kc. Additional signals were relayed from the *Iowa* direct to San Francisco and from the Navy radio station at Okinawa, in addition to the Radio Tokyo transmission. Other transmitters were available on the *New Jersey* and the *Catoctin*.

Navy's transmitters and the Army's Radio Tokyo setup took a cue from RCA San Francisco, relayed via Guam, and started their recordings at the same moment. The signals on the *Ancon* were fed out of the recorders without dubbing. One spool carried the first 22 minutes of the ceremony and a slight delay occurred in shifting to the second spool, which held the last 4 minutes 10 seconds of the ceremony.

**Reason for Delay**

Edward's version of the reason for delayed broadcast follows:

"To quote a Navy officer, 'in order to control the situation with more than 300 war correspondents representing the press and radio of the world from several transmission points in the vicinity, the War and Navy Depts. in Washington had decided with the concurrence of Gen. MacArthur that a delayed release of one hour-and-a-half be made."

That was so that many details of the radio programming, the filing of press copy, the handling of sound, closely coordinated with the prearranged tieup with the White House, could be done with the certainty that it would function properly. This Navy officer said that if such a system had not been used it would have been impossible to perfect arrangements in the short time possible.

"So the news association and the radio men all were on an even start from the *Missouri*. Radio, instead of having a direct shortwave circuit from the *Missouri*, recorded the broadcast."

Following the pooled broadcasts of the surrender signing and by President Truman, NBC at 10:05 p.m. Saturday broadcast the victory talks from Gen. MacArthur and Admiral Nimitz which NBC had recorded for the occasion. At 10:17, NBC presented its symphony orchestra, under the baton of Arturo Toscanini, in Victory Act 3, concert symbolizing the end of war in the Pacific as Acts 1 and 2 had celebrated allied victories in Italy and in Germany. From 11:08 to midnight NBC broadcast commentaries and analyses of the surrender by Kenneth Banghart and John W. Vandercook in New York and Clifton Utley in Chicago with Merrill Mueller and Joe Hainline giving color stories on the surrender ceremonies from Japan.

**NBC Special**

NBC's only special broadcast on Sunday was the special Armed Forces show, pooled to all nets, 9-9:30 p.m. Blue had nothing special outside the pooled broadcasts.

CBS put on Robert Trout and Quincy Howe from New York, Webley Edwards and Gene Rider from Japan with color, Tim Leimert from Guam, Tris Coffin from Washington and William Dunn from Tokyo, resuming regular programming at 11 p.m. A midnight roundup brought Bill Downs, recorded, from Yokohama reporting on MacArthur's orders to the Japs, Don Mosely from San Francisco, Harry Flannery and Chet Huntley from Hollywood, and Bern Bennett from New York. Sunday included religious programs dedicated to V-J Day, Secretary of the Navy Forrestal at 2:55 p.m. and the AFRS show Sunday night, 9-9:30. At 11:15 CBS presented a documentary Pearl Harbor to Tokyo written by Margaret Miller (Mrs. Paul White).

Appropriate feature broadcasts were carried by American and Mutual. Among Mutual's programs was a commentary by Jack Mahon from Japan, and the Sunday pooled description of the Luzon surrender. Mutual had Bob Brumby with first eyewitness account of atomic bomb damage at Hiroshima.

"Funny how WFDF Flint starts me swinging."

## Beer Buys Local

SCHOENHOFEN EDELWEISS Co., Chicago (Edelweiss beer), will be one of the heaviest buyers of local radio time if present plans are completed to sponsor's satisfaction. Olian Adv., Chicago, sponsor agency, has approached WMAQ Chicago, for 11:15-12 midnight period, Mon. through Fri.; also WENR Chicago for 10-11:00 p.m. Sunday, 25-minute week-day period, and half hour Saturday slot over WBBM Chicago. If times are made available, agency will sign 52-week contracts for this fall.

## Bialic With B&B

ROSE BIALIC, formerly with the press department of CBS, has joined the publicity staff of Benton & Bowles, New York.

## *BENTON, RUSSELL JOIN STATE DEPT.*

DONALD S. RUSSELL, part owner of WSPA Spartanburg, S. C., and William Benton, of Southport, Conn., former partner with Chester Bowles in the advertising agency of Benton & Bowles, have been nominated assistant secretaries in a reorganization of the Dept. of State. Benjamin V. Cohen, one of the original New Deal "brain trusters", was nominated by President Truman to be State Dept. counsellor. Nominations are made on recommendation of Secretary Byrnes.

Mr. Russell, 39, was a member of the Byrnes law firm in Spartanburg. With Walter Brown, vice-president and general manager of WSPA, he served as assistant to Judge Byrnes when he was Director of War Mobilization. Mr. Brown is now serving as an assistant Secretary of State, advising on public relations. At present he is in London with a State Dept. contingent but it is understood he desires to return to WSPA. Mr. Russell is slated to receive the assignment of Congress liaison.

Mr. Benton, 45, is vice-president of the U. of Chicago. He will be in charge of cultural and public relations, post formerly held by Archibald MacLeish. Mr. Cohen also served on the Office of War Mobilization and has been an assistant to the Secretary.

**Successful IDEAS are always at a PREMIUM**

. . and the Robbins Company has an outstanding reputation for producing ideas that result in resoundingly successful premium promotions.

Before the war Robbins had engineered promotion plans for many of America's largest users of premiums . . . based on long years of knowing *what* will succeed and knowing *how* to make them succeed!

Today the ingenuity and skill of Robbins craftsmen are serving the government's needs for military emblems —to the extent that Robbins is the country's largest manufacturer of distinctive insignia for the Army, Navy, and Marine Corps.

Tomorrow, Robbins ideas in metal will spark your premium programs to new highs, with timely, interesting, appealing promotions designed for success! We will be glad to discuss your postwar requirements with you *now*. Estimates and designs submitted without obligation. Send for the new Robbins catalogue.

*The Robbins Co.*
*Ideas in Metal*
ATTLEBORO, MASSACHUSETTS

**WE HAVE IT ALL**
**—from soup to nuts**

**A regular "Who's who" of national accounts, every product field in the book, use KQV for their Pittsburgh spot coverage. They get *value*—that's why! 1410kc—1000w—Basic Mutual Network.**

ALLEGHENY BROADCASTING CORP.
National Representatives: WEED & CO.

SURE,
YOU CAN
LIVE
WITHOUT A
GULLETT (Ky.)!

Just let old Doctor WAVE fix you up! It's maybe a hard fact to swallow, but most backwoods communities in this State (such as Gullett) just aren't worth the higher expenditure necessary to reach them. What *will* slip easily down the old esophagus, however, is WAVE's nourishing Louisville Trading Area, home of more industry and of more people with money than the rest of Kentucky *combined*. Try it!

LOUISVILLE'S
WAVE
5000 WATTS . . 970 K.C. . . N.B.C.
FREE & PETERS, INC.
National Representatives

LIKE WLS IN CHICAGO
KTUC
GETS RESULTS IN TUCSON
CBS Affiliated with The Arizona Network—KOY, Phoenix; KSUN, Bisbee-Lowell-Douglas
JOHN BLAIR & COMPANY

MUTUAL NETWORK
*Now On*
WMOH!
*Over 160,000 Radio Homes In .5 MV/M Area!*
WMOH
Hamilton, Ohio

## BMB

(*Continued from page 17*)

zation; Roger Clipp, WFIL Philadelphia, secretary-treasurer and chairman of the finance committee; Linnea Nelson, J. Walter Thompson Co., chairman of the advertising industry relations committee; Joseph M. Allen, Bristol-Myers Co., chairman of the committee on by-laws and procedure; D. E. Robinson, Sherman K. Ellis & Co., chairman of the board committee on research; A. N. Halverstadt, Procter & Gamble Co., chairman of the technical research committee.

**Finance Committee Meet**

On Monday the finance committee will meet to discuss the pricing of the network subscription plan and to adopt an operating budget for BMB for the fourth quarter of 1945. On Tuesday the by-laws and procedure committee will discuss progress of the code of practice which BMB hopes to issue to subscribers several months in advance of the first survey report.

Wednesday, the advertising industry relations committee will analyze BMB's present subscription list and will lay plans for educational activities, including a new presentation of BMB and a booklet explaining its plan for measuring station circulation. This committee is expected to recommend that the board set a deadline for accepting subscribers for the first survey and to make definite recommendations for working arrangements with Bureau of Broadcast Measurement of Canada.

The executive committee will hold its monthly meeting Thursday.

## Tobacco Net Plans

BOARD of Directors of the Tobacco Network, regional Eastern-North Carolina web, meeting in Goldsboro Sept. 1, voted to extend all affiliation contracts to two years. Formerly plans called for one year. Board also planned for an extensive promotion campaign. Attending were: Louis N. Howard, WHIT New Bern, president of the network; Billy Hodges Jr., WGTC Greenville, v-p; Harry Bright, WGBR Goldsboro, secretary; Allen Wanamaker, WGTM Wilson, treasurer; Fred Fletcher, WRAL Raleigh; Paul Moyle, WFNC Fayetteville.

## WLW Meeting

SEMI-ANNUAL meeting of the WLW Cincinnati merchandising department Sept. 7-9 was to discuss various aspects of postwar merchandising. Approximately 50 members of the staff were to attend. Marshall N. Terry, director of promotional activities, presiding, speakers scheduled included James D. Shouse, Crosley Corp. vice-president in charge of broadcasting; Robert E. Dunville, WLW general manager; Harry Mason Smith, general sales manager; J. M. Zinselmeier, director of drug merchandising; R. M. Fanning, director of grocery merchandising.

## OCCUPIED JAPAN

### Stone Describes Entrance of News Correspondents

JACK STONE, WRVA Richmond war correspondent who witnessed the signing of the Japanese surrender from a second turret gun aboard the *Missouri*, cabled the following description of the occupation:

"We came down at Atsugi Airfield at 7:45 a.m., Aug. 30. Japanese military liaison at Atsugi were impassive, but helpful with Army trucks when ordered. Japanese sentries at every hamlet and crossroad on the way to Yokohama turned their backs to our convoy of more than 100 correspondents. We were the first in Yokohama with the Eleventh Airborne establishing perimeter. There were no smiles. Children peeped from safe corners. Adults turned their faces. Had lunch at the hotel that is now MacArthur's headquarters. It was a poor meal served by Japanese waitresses.

"I drove the Japanese army truck back to Atsugi with correspondents. We are temporarily quartered at Hotel Yokohama. Drove truck loaded with correspondents to Tokyo outside perimeter around Imperial Hotel. We were the first group of correspondents in Tokyo. Had lunch at the Imperial Hotel —three-course meal — thirty-two cents—not bad! Drove along Imperial Palace Moat, no Japanese gathering, no hari kari incidents noted. Stopped and bought souvenirs; prices so far are reasonable.

"We are first Americans most Tokyoans have seen. Rode past regiment of Japanese soldiers on review. Japanese general and staff stopped to watch us. On the way back to Yokohama we ran out of gas. A Jap firetruck came to our aid, with driver bowing and grinning. Back in Yokohama saw Japs leaving offices and factories for day and passed packed streetcars and busses."

## MacInnes in N. Y.

CHARLES MacINNES, Young & Rubicam's representative in Brazil, is in New York for the next four to six weeks.

## New Improved Sets Forecast in Month

### Philco Head Sees 3½ Million Radios Possible This Year

JOHN BALLANTYNE, president of Philco Corp., Philadelphia, said in a broadcast on Mutual's *Reconversion and Jobs* program Thursday night that at least 25,000,000 radio sets are needed to meet the present demand in the United States alone, and the first of these sets, greatly improved in tone, power, selectivity and appearance should be available within the next month or two.

It is possible, Mr. Ballantyne said, that 3,500,000 receiving sets will be manufactured before the end of this year, with many improvements gained from wartime research.

Mr. Ballantyne pointed out that the export market for American radio sets and phonographs has never been more promising, which means that employment opportunities in the radio industry are high.

"A recent survey by the Radio Manufacturers Assn. revealed that 145,000 people would be employed by the radio industry when reconversion was completed. This represents an increase of 68% over the pre-war level. When television reaches a nation-wide scale, employment in the radio industry will be far above even these immediate post-war levels," he said.

Thomas H. Beck, president, Crowell-Collier Publishing Co., who also spoke on the broadcast, predicted at least four years of great prosperity following reconversion, with corresponding increases in advertising for radio, magazines and newspapers.

## Amoco Redskin Hookup

THREE stations will carry sponsored broadcasts of the Washington Redskins football schedule, WMAL Washington, WITH Baltimore and WLEE Richmond. American Oil Co., Baltimore (Amoco) is sponsor, along with Lord Baltimore filling stations, placing through Joseph Katz Co., Baltimore. WLEE joins the hookup Oct. 7, since it will not take the air until Oct. 1.

*Chateau de Ramezay — where the first laws for Canada were drafted.*

GETTING RESULTS

Today, Quebec Province is progressive and alert—a wide-awake market for your goods or services. Her 3½ million people constitute a specialized radio audience for your sales message. You can make loyal customers for your product—provided that your Radio program is designed with knowledge of their preferences in Entertainment. That is where we specialize and can assist you. We now plan and produce programs in both English and French for many leading National advertisers.

LET US HELP YOU

RADIO PROGRAMME PRODUCERS
MONTREAL CANADA



XUM

## AVCO

(*Continued from page 15*)

enced by many considerations other than the paramount one—whether the purchaser is best qualified to operate the station in the public interest.

"For example," the majority observed, "the retiring broadcaster is very apt to be more influenced by the size of his prospective purchaser's pocketbook than by the type of service which the purchaser plans to offer the public. In this case Mr. Crosley testified that whoever bought his company had to buy it as a single unit. Thus, the field of possible purchasers of WLW was at once narrowed to persons and concerns who were able and willing to buy the $22,000,000 manufacturing corporation to which the station was licensed.

### Majority Decision

"However, so long as Mr. Crosley has chosen a purchaser who possesses the prescribed qualifications, his selection cannot be set aside—even though there might be many other better qualified persons willing and anxious to take over the operations of WLW—unless past precedents are ignored and the Commission embarks upon new policies which would cast serious doubt upon the qualifications of a substantial number of existing stations."

The majority pointed out that the procedure which has prevailed in transfer cases is "in sharp contrast" to that prescribed by Congress for considering new station applications although the standards prescribed in the Act are identical. There is a competitive situation where issuance of particular broadcast frequencies are concerned and the Commission usually has a choice between applicants. Anyone has the opportunity of going into the broadcast business, where new stations are concerned.

But the procedures relating to transfers, the opinion held, "has resulted in a situation where . . . more than half of existing licenses were not selected by the Commission on the basis of competitive applications but instead were selected by some transferor who in many cases, like Mr. Crosley, was retiring from the broadcast business."

The majority declared that the Commission is unanimous in the view that "immediate steps" be taken to harmonize transfer procedure with the benefits of competition provided new station applicants so that in future cases like the present a choice would be afforded among various purchasers.

On other aspects of the Crosley-Avco sale, the majority agreed:

That unless established policies are to be ignored there is no alternative but to approve the transfer.

That extensive interests in other businesses enjoyed by the transferee are not a basis for denial but pose a problem for Congressional consideration.

### Stock Not Basis

That the fact that the transferee's stock is widely held and listed on the stock exchange is not a basis for denial.

That there is no basis for disapproval on the ground the seller is better qualified than the purchaser.

That the transfer cannot be denied because the radio properties are not segregated from the overall consideration paid.

As to the price paid for the Crosley properties, the majority felt that it cannot properly draw this line on the basis of the present Communications Act and must await establishment of standards by Congress. Until this phase of the problem is dealt with through legislation, it declared, it must continue to limit its considerations to three questions:

1. Does the price paid indicate trafficking in licenses?

2. Does it adversely affect the licensee's financial qualifications?

3. Would the price paid result in overcommercialization of the station at the expense of rendering a public service?

The majority could find no basis for substantiating any such possibilities.

### Two Dissenting Opinions

Dissenting, Commissioners Walker and Durr pointed to Aviation Corp. as a large holding company of a type that controls important segments of the economy without corresponding responsibility. The applicant failed to give the FCC a valuation on its broadcast properties, they argued, nor has it shown familarity with duties and responsibilities of a licensee.

Answering the majority argument that denial of license to an applicant whose business interest lies outside broadcasting would throw the industry into chaos, the minority said it would have been more appropriate to await Congressional action on weakness in the legal provisions involving transfers before approving a transfer of domestic and international facilities of the importance involved in the Crosley case.

The Walker-Durr dissent said competition for frequencies should not be in terms of ability to pay the highest price but in terms of public service to be rendered. They contend that the Commission's past mistakes or omissions in the field of station transfers do not vest an interest in any licensee or prospective licensee, and the Commission's statutory responsibility is not diminished by any such failures or omissions.

Failure to disclose price at which Crosley broadcast facilities are transferred is cited in the dissent, along with possible pressure of the holding company on the station management to earn a return and the consequent danger of wiping out the limited amount of sustaining time now available.

The two Commissioners agreed that denial is required on grounds stated in a separate dissent by Commissioner Wakefield.

### Package of Equities

He argued that Avco is less qualified than Crosley and that the successor should have qualifications assuring at least a comparable standard of service. Avco was not originally interested in buying radio stations, Commissioner Wakefield said, considering the radio properties "a package of equities". Adequate time existed to find a fully qualified buyer, he added. He also pointed to the lack of information as to the price paid for radio

(*Continued on page 82*)

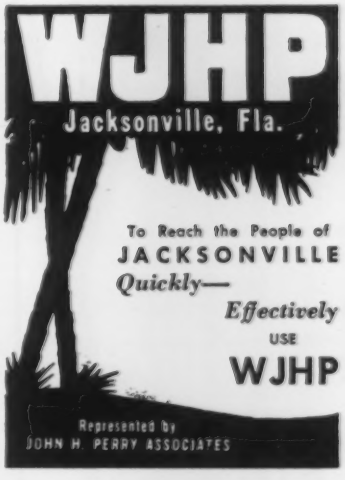
### Harmon Returns

TOM HARMON, Michigan All-American '39 and '40, recently discharged from the AAF, has signed with WJR Detroit to broadcast the U. of Michigan football games this season. First broadcast is Sept. 15, with Great Lakes-Michigan game. Before joining the service, Capt. Harmon was WJR sports director.

KWTO

*Springfield, Mo.*

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
AN ARTHUR B. CHURCH PRODUCTION



ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

GETTING AROUND

IN NEW YORK

is quick and easy when you're staying at The Roosevelt—just a short stroll from key business centers, shops, theatres. And Hilton service assures your comfort. Rooms with Bath from $4.50.

HOTEL ROOSEVELT

Dean Carpenter, General Manager
Madison Ave. at 45th St., New York.

Other Hilton Hotels Include Chicago: The Stevens; Dayton: The Dayton-Biltmore; Los Angeles: The Town House
C. N. Hilton, President

HOTELS FROM COAST TO COAST HILTON

DIRECT ENTRANCE TO GRAND CENTRAL TERMINAL

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

KILOCYCLES
5000 WATTS Full Time
American Broadcasting Co.
Represented Nationally by John BLAIR & CO.

KXOK

ST. LOUIS, MISSOURI

## AVCO

(*Continued from page 81*)

properties as well as the future program and financial policies.

The proposed procedure of the majority, he said, should have been instituted in this case. He agreed the case showed deficiencies in the Act and favored specific recommendations for submission to Congress.

### Proposal

Text of proposed procedures to govern future transfer cases follows:

The institution of a completely satsfactory procedure to govern transfer cases must await further congressional action. However, the Commission is of the opinion that under the present Act it has the power to take certain steps which are in the right direction, even though we cannot completely deal with the questions of price or consideration. The Commission will therefore at an early date call a public hearing for the purpose of considering proposed new rules and regulations which, if adopted, would apply to all transfer applications filed after the date of this decision and which would prescribe procedures along the following lines:

1. Upon the filing of an application for a transfer or assignment of license involving a controlling interest in a broadcast station, the Commission will give public notice of the pertinent details of this applicaton and will require that the applicant give similar notice in a local newspaper in the community in which the station is established. This public notice, both by the Commission and the applicant, shall state the terms and conditions of the proposed sale and the name of the transferee. It shall further contain an announcement that any other person desiring to apply for these facilities may do so on the same contract terms and conditions as set forth in the contract.

### Retain for 60 Days

2. The Commission will retain the application for a period of 60 days, during which time no action shall be taken in order to afford interested persons an opportunity to file competing applications.

3. If no other applications are filed during this 60 day period, the Commission will then consider the original application on its merits.

4. If, during the 60 day period, other applications are filed, the Commission will then consider all applications on their merits. If it appears that the transferee selected by the licensee is the best qualified, and that the transfer is otherwise in the public interest, the Commission will grant such application without a hearing. If the Commission cannot make such a determination on the basis of the application, it will be designated for hearing along with all other competing applications.

5. At this hearing one of the issues shall be "to determine which of the applicants is best qualified to continue the operation of the licensee".

6. If at the conclusion of the hearing the Commission determines that the proposed transferee selected by the licensee is the best qualified and that the transfer is in the public interest, the application will be granted. However, if the Commission concludes that one of the competing applicants is best qualified, an order will be entered denying the transfer application and granting consent to a transfer to a competing applicant, if the parties enter into a contract and file a new joint application accepting the grant within 30 days.

7. The proposed new rules and regulations, if adopted, would not apply where less than a controlling interest in a station is proposed to be transferred. Nor will they be applicable in cases where the transfer or assignment involves no real change in the control of the station. For example, transfers from corporations to partnerships where control is retained by the same persons would not be covered. Nor would the proposed regulations apply to transfers from a licensee to an executor or administrator, etc.

### Carry Out Intent

It is believed that such a procedure will more adequately enable the Commission to carry out the congressional intent that the best qualified person be licensed for each available frequency. No harm will result to the transferor since he either sells his station to the person he selected under the terms and conditions specified in his contract, or he sells to another person on the same terms.* However, if he is unwilling to sell on the same terms and under the same conditions to another person, whom the Commission believes is better qualified, then the transferor need not sell at all. The only change which this procedure will cause is giving the Commission some real voice in the selection of a proper successor.

One additional problem remains. Even if a procedure such as this had been in general effect when this case arose, it would not have solved one aspect of the problem. The instant transaction concerns not only the sale of the Crosley broadcasting facilities but in addition the transfer of the manufacturing plant which The Crosley Corporation owns. It would obviously not be feasible to expect a competing applicant in a similar situation to purchase the entire Crosley organization in order to obtain the right to operate its broadcasting properties. Accordingly, in order to prevent a recurrence of this situation in all future transfers where broadcasting assets are comingled with substantial amounts of non-broadcast assets, the Commission will not entertain an application for the transfer unless a segregation is made and a separate purchase price agreed upon.

### Part Way Only

This proposed procedure will, however, only go part of the way toward correcting the deficiencies in the transfer procedure. There will still be no ceiling on the prices which can be charged for broadcast stations and this will tend sharply to restrict the field of potential transferees. In most cases a person retiring from the broadcast business will naturally seek the purchaser who will pay the highest price. While there will frequently be other qualified persons who would be willing to meet this price, if the price is artificially high and exceeds the value of the physical properties and good will there will be many more qualified persons who will not be in a position to compete. Accordingly, a completely effective transfer procedure must not only permit the Commission to select the transferee, but must also insure that the field of its choice is not unreasonably restricted by permitting sales of stations at artificially high prices. Corollary problems related to the control of prices are the question of whether radio stations should be required to keep their accounts on a uniform basis so that any price ceiling which Congress may prescribe will be applied to all stations on a uniform basis. Also it is believed that Section 310 (b) of the Act should be further strengthened by giving the Commission specific jurisdiction over the transfer of substantial minority interests in radio stations.

The Commission is of the opinion that these problems should be brought to the attention of Congress with a recommendation that it consider legislation and steps to that end are being taken.

---

* In proposing this new procedure we are not unmindful of the argument that will be made against it on the ground that in many cases a contract of sale is based upon the credit standing of the purchaser and that the seller may not be willing to rely upon the integrity of the applicant which the Commission has selected. Such objection is easily overcome. In lieu of credit a competing applicant may be compelled to pay cash. If the contract calls for installment payments and the seller is unwilling to rely upon the fidelity of the purchaser's promise, the total purchase price can be placed in escrow, to be disbursed in such installments as the seller desires. These and other minor difficulties may be easily resolved.

## Ford Resumes

FORD SUNDAY symphonic hour, discontinued since 1942, returns to the air over American network, 7-8 p.m. CPT, Sept. 13th. William J. Reddick will resume his duties as program producer, with guest conductors and soloists including such famous artists as Eugene Ormandy, Dimitri Mitroupoulis, Fritz Reiber, Reginald Stewart, Jascha Heifitz, Dorothy Maynor, Reis Stevens and Eleanor Steber. Program date is set to coincide with first major release of Ford automobiles to dealers. Contract for 52 weeks was signed by Kenyon & Eckhardt, Chicago.



XUM

# Not Unusual for Big Business To Hold Broadcast Licenses

JUSTIFYING its approval of the Crosley-Avco transfer, the majority opinion of the FCC pointed out that it is nothing unusual for big business concerns to hold broadcast licenses. "Large companies were among the pioneers of radio broadcasting," the opinion observed, "and contributed much to the development of the art." Some of the early licensees cited were:

Alabama Power Company (a public utility)
Ford Motor Company (automobile manufacturer)
Gimbel Brothers (department store)
Warner Brothers (movie company)
Westinghouse Electric and Manufacturing Company (manufacturer of electrical products)
General Electric Company (manufacturer of electrical products)
Midland Refining Company (oil company)
Earl C. Anthony (distributor of automobiles and accessories)
Union Trust Company (bank)
Woodmen of the World (life insurance)

In addition, the decision declared, there were a large number of newspapers and various industrial and manufacturing firms.

If the Commission were to deny the transfer to Avco on the ground that such a company, because of its other interests, is not qualified to hold a license, said the majority, then such a policy would have to be applied to present holders when they seek license renewals. The result would be, it asserted, that doubt would be cast upon the status of licenses held by such companies as:

Westinghouse Electric and Manufacturing Company (manufacturing)
Earl C. Anthony, Inc. (automobile distributors)
Southwestern Sales Corporation (oil)
General Electric Company (manufacturing)
Stromberg Carlson Company (manufacturing)
L. B. Wilson, Inc. (theaters)
Loews Incorporated (theaters)
Durham Life Insurance Company (insurance)
L. Bamberger and Company (department store)
National Life and Accident Insurance Company (insurance)
Travelers Indemnity Company (insurance)
Sidles Company (automotive equipment)
Farmers and Bankers Life Insurance Company (insurance)
Columbia Broadcasting System (recordings and transcriptions)
American Broadcasting Company —Edward J. Noble (candy business)
Radio Corporation of America (radio manufacturing and common carrier)
Consolidated Amusement Company (theater operators)
Fisher Flouring Mills (flour)
May Seed and Nursery (seed distribution)
Jefferson Standard Life Insurance Company (insurance)
Congress Square Hotel Company (hotel)
Gimbel Brothers Inc. (dept. store)
Surety Life Insurance Company (insurance)
General Tire and Rubber Company (tire manufacturer)
Maison Blanche (department store)
L. D. Baggs (bus operator)
Henry Field (nursery and seed)
H. D. Peet (packing company)
Lit Brothers (department store)
Cook Paint and Varnish Company (paint manufacturers)
Southwestern Hotel Co. (hotel)
J. C. Liner Jr. (laundry business)
James A. Noe (gas well operator)
California Crematorium (undertaker)
Breen and Loomis (creamery)

And further, the opinion held a policy of discrimination against companies having diverse interests would exclude station WLW even if it remained under its previous ownership "since the principal business of the Crosley Corp. is not broadcasting but the manufacturing of household appliances".

# Quick Action Seen On Daylight Time

SIXTEEN measures for return to standard time were introduced in Congress last week, 15 in the House and one in the Senate, with indication that action may get under way in time to provide for abrogation of war time by Oct. 1.

Most of the bills merely propose to do away with war time, but a measure introduced by Rep. Rizley (R-Okla) would establish standard time for the continental United States. All House bills were referred to the Interstate & Foreign Commerce Committee, of which Rep. Lea (D-Cal.) is chairman. A bill introduced by Sen. Byrd (D-Va.) was referred to the Senate Interstate Commerce Committee, of which Sen. Wheeler (D-Mont.) is chairman.

Rep. Cannon (D-Mo.), in a speech Thursday, said he has yet to find a member of the House who opposes cancellation of war time. He observed that President Truman's message to Congress the same day had approved repeal of wartime restrictions which Congress might wish to terminate. He added that WPB has withdrawn opposition to cancellation.

Effective in early 1942, nationwide war time eliminated the semi-annual juggling of broadcast schedules to adapt schedules to the daylight saving time operative in some of the large cities.

# *Ralston Tom Mix, Ole Opry Shows Get High Hooper; Station Contest Starts*

SEIZING the opportunity offered by the high Hooper rating of the *Tom Mix* show, Ralston Purina Co., St. Louis, is running an ad in trade magazines suggesting the program as a means for finding out the mail pull of the station carrying it. Company has planned a contest, with eight prizes, the first of which is a $500 War Bond. *Tom Mix* is heard on 215 Mutual stations, 5:45 p.m. (CWT).

According to Hal Chase, advertising manager of Ralston Purina's cereal department, the series has attained since it has been on the air the highest Hooper for a daytime audience children's show, the largest male adult audience, and the largest children's audience for that type show. Charles Claggett, vice-president of the Gardner Advertising Agency, St. Louis, won the 1945 Irma Proetz Award for his commercials on the *Tom Mix* program.

**Double Take**

Second Shredded Ralston show for the Ralston Co., is *Grand Ole Opry House Matinee*. The half-hour show, a portion of the *Grand Ole Opry*, is transcribed each Saturday night at WSM Nashville, then fed to the western part of the NBC hook-up the following Saturday noon.

Ratings for stations carrying the show—KVOO Tulsa, WKY Oklahoma City, WFAA Dallas, KPRC Houston, WOAI San Antonio—jumped almost 50% for the time slot *Opry Matinee* filled. Contract is for 52 weeks on the stations, and it may go national later.

Shredded Ralston commercials in the latter show are incorporated in the program. Frequently, the audience, entertainers and announcer join in a rousing chorus of "She'll be eatin' Shredded Ralston when she comes", or some similar plug.

*Grand Ole Opry* itself, live talent show, is a five-hour program originating in the studios of WSM, running from 6 p.m. to 11 p.m. Saturday night. It is part sustaining, with several sponsors participating in other parts.

In addition to the Shredded Ralston transcription, the company uses two other half-hours of the show to promote Purina Chows (livestock and poultry feeds). Then Ernest Tubbs and his Texas Troubadours tour towns in the Nashville area, dressed in hillbilly costumes, repeating the famous red and white checkerboard of Ralston Purina packages, promoting the company's products.

Ralston Purina sections of the *Grand Ole Opry* are supervised by Charles Brown, Gardner Adv. executive, in cooperation with Hal Chase.


KFMB
Sells
SAN DIEGO
We Can Sell It For You
90% of the entire county population (373,500 civilian people) is concentrated in Metropolitan San Diego . . . in an area within 15 miles of our antenna . . . They must depend on KFMB alone for primary, easy-to-listen-to service from our network. To cover them properly . . . they must be covered from within!! KFMB can do the job for you, too!!
KFMB
THE BASIC AMERICAN NETWORK
[PACIFIC COAST]
SAN DIEGO, CALIF.
JACK O. GROSS: Pres. & Gen. Mgr.
Represented by the BRANHAM CO.

(The population of WHN's primary coverage area is 15,398,401, more than TWICE the number of people in New York City proper.)
WHN
Dial 1050 50,000 watts
Metro-Goldwyn-Mayer—Loew's Affiliate

RICHMOND
COVERAGE
AT
PETERSBURG
RATES
WIRE or WRITE
WSSV
Petersburg, Virginia

WDRC
HARTFORD 4 CONNECTICUT
WDRC-FM
George B. Armstead
Interprets the News
6:30 to 6:45 p.m.
This Monday thru Friday news program on WDRC has a better Hooper than most national news commentators. Available for sponsorship. Write for descriptive folder.
CBS

WBNX
DAILY PROGRAMS IN
Italian
Polish
English
German
Jewish
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

TO MAKE SURE of geting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .
CHNS
Halifax, Nova Scotia
JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

1000 W. NBC 550Kc.
NBC for the rich Shenandoah Valley of Virginia
WSVA
HARRISONBURG, VIRGINIA

*ON THE SERVICE FRONT*

# Biarritz University Offers ETO Troops Radio Workshop

BIARRITZ American University, part of the Information & Education Division's program of education in Europe, contains a complete broadcasting station available to troops who wish to study radio. AFN Biarritz, 54th outlet of the American Forces Network, is being used, in conjunction with courses in speech and dramatic art at the university.

Workshop station schedules news, musical, variety, and dramatic programs, sports, and special events and the usual round of programs broadcast to troops. Students can learn fundamentals of radio, electrical engineering and radio broadcasting, then put studies to practical use in the station.

The Polytechnic School, London, will have a three-month course in radio engineering, starting Sept. 18. Other British universities will offer electrical engineering courses scheduled to begin in September.

Warton American Technical School at Wharton, England, teaching technical radio, will include a special section devoted to radio repair. Courses in radio division include radio receiver servicing, special radio receivers, and radio shop operation.

* * *

### AFN-Berlin

AMERICAN FORCES Network's newest link, Berlin, got off to an auspicious start when it was formally dedicated for the use of occupational troops in the Reich capital area.

Sgt. Mel Galliart, former announcer and production man with KFVD Fort Dodge, Iowa, and WLS Chicago, emceed the dedicatory program and gave the first announcement "AFN-Berlin is on the air."

First program featured American music, Bing Crosby, Frank Sinatra, Bob Hope, *Calvalcade of America* and *Hour of Charm*, following which AFN-Berlin swung into its regularly scheduled 20-hour daily broadcasting session.

* * *

### AAF Radio Changes

COMPLETE reorganization of the AAF Office of Radio Production will result in the continuation of four of the most outstanding of the AAF's ten network programs, according to Lt. Col. Frederick Brisson, chief of the AAFORP, promoted to that rank last week.

After conferences with net officials in New York, Col. Brisson said that *Your AAF* (previously *Fighting AAF*), will continue under that title on American, at 10:30 p.m. Thursday.

*Return to Duty*, true story of a flyer's rehabilitation and reassignment, remains on Mutual, 5:15 p.m. Saturday. *Roosty of the AAF* is on Mutual, Sunday 3 p.m., with *I Sustain the Wings* on NBC, Saturday, 6 p.m. All are EWT.

Personnel of the New York and Hollywood AAF Radio Production Units will be screened, with substitutions being made from personnel of the late Maj. Glenn Miller's Band, returned after 14 months overseas, where they made a total of 525 broadcasts. Newly formed group will be augmented by essential men from original units, and will operate from New York, with all productions originating there. Also, there will be a realignment of the 12 overseas combat teams, some of which will remain overseas to tell the story of the AAF occupation forces.

* * *

### Teamwork Praised

Close teamwork which characterized the operation of the AEF program from its inception on D-Day to its recent dissolution gave proof that international cooperation can exist and resulted in a definite step forward in radio, according to Capt. Jack London, operations officer for the AFN in the United Kingdom.

The British made available to the Americans everything they had in the way of technical material, Capt. London said, and the Americans have influenced the British by making the latter conscious of split-second program timing.

* * *

### Bronze Star to Graham

CAPT. JOSEPH W. GRAHAM, in charge of the radio division of the Public Relations section at headquarters, ETO, has been awarded the Bronze Star Medal in Paris for meritorious service with Theater Service Forces Headquarters Public Relations. He has produced a number of the *Army Hour* programs which were broadcast from Europe to the U. S. Before entering the Army in 1941, he was with WCKY Cincinnati and WPAY Portsmouth, O.

## Double Surrender

WAR CORRESPONDENTS Bob Brumby of Mutual and Clark Lee of INS ran up a double surrender score in two days last week. On Wednesday the remains of the Jap fleet, about 40 ships including subs, "surrendered" to them at the Kure naval base, and the following day they accepted the surrender of Joseph Alfred Meissinger, Nazi war criminal in charge of the destruction of the Warsaw ghetto, whom they found in a Japanese hotel where they were dining.

KTFI
TWIN FALLS · IDAHO

AP
WMUR, Manchester, N. H.
. . . may I compliment you again on the high quality of the selling presentations on Telescript features you are forwarding to us.
Hervey Carter
Manager.
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

WNAX
YANKTON – SIOUX CITY
MIDWEST FARMERS BUY WNAX ADVERTISED PRODUCTS
REPRESENTED BY THE KATZ AGENCY

SUPPORT THE VICTORY LOAN!

# Why one husband kissed his wife four times!

*"Here's a kiss* for the money you're saving... while it's coming in faster through the war years. I know in my bones jobs like mine may not last forever. Who can tell what's going to happen day-after-tomorrow? Thank God you've got sense enough to see that today's the time to get a little money tucked away.

*"Here's a kiss* for the war bonds you're making me hold on to! I'd never do it without you, honey, it's too easy to find reasons for cashing 'em in—but when it comes time to put the children through school or pay for an emergency operation, we'll be thankful.

*"Here's a kiss* for the insurance you talked me into buying. I've felt a lot easier ever since I've known our future is protected—you and the kids would be safe if anything happened to me—you and I won't have to spend our old age living on someone's charity. And every cent we put in insurance or War Bonds or other savings helps keep prices down.

*and*

*here's a kiss* for being *you*—a woman with brains enough in your pretty head to make sure we don't buy a single thing we *don't* need in times like these—because you know a crazy way of spending in wartime would march America straight into inflation. Baby, I sure knew how to pick it the day I married you!

**ONE PERSON CAN START IT!**

**You give inflation a boost**

—when you buy anything you can do without.

—when you buy above ceiling or without giving up stamps (Black Market!)

—when you ask more money for your services or the goods you sell.

**SAVE YOUR MONEY.** Buy and hold all the War Bonds you can afford—to pay for the war and protect your own future. Keep up your insurance.

A United States War message prepared by the War Advertising Council; approved by the Office of War Information; and contributed by this magazine in cooperation with the Magazine Publishers of America.

9

New Hollywood studios at
6757 Hollywood Blvd.

*connecting with*

Radio Station KPAS,
Los Angeles
Radio Station KSFO,
San Francisco

*A Network*

Universal Broadcasting Co.
6757 Hollywood Blvd.,
Los Angeles, Hollywood 8282
Mark Hopkins Hotel,
San Francisco, Exbrook 4567

IN EASTERN NORTH CAROLINA
WRRF
COMPLETELY COVERS THIS
HUNDRED MILLION DOLLAR MARKET
Over 600,000 Population
67,144 Radio Homes
6,188 Retail Outlets
Annual RETAIL SALES
Over $100,000,000
*Served by*
*WRRF The American Network Station*
*Write Us Today for Our New Informative Folder*
TARHEEL
BROADCASTING SYSTEM, INC.
WASHINGTON, NORTH CAROLINA
National Radio Representatives
FORJOE & CO.
New York • Chicago • Philadelphia

» IN PHILADELPHIA
WIBG
Leads in SPORTS
10,000 WATTS
Leads in MUSIC
FULL TIME!
Leads in NEWS
Philadelphia's
Most Powerful Independent

In the UTAH market
The Station That
DOES
Things
KDYL
SALT LAKE CITY

# *World Radio Society Can Aid Peace*

## *Formation of Academy Urged, With U. S. Taking Lead*

By PFC. CECIL K. CARMICHAEL

BROADCASTING and its connivent services will be a dynamic force offering great hope in the new era born amidst the shambles of the old. This fact imposes upon its leaders a heavy duty and the solemn responsibility of using the medium as an instrument of service in creating a reasonable appreciation and a sensible sympathy among the nations for the problems and aspirations of each other.

Happily, present relations between the United Nations are conducive to coordinated effort toward the formation of a world society to function as an agent of recognition and clearance for ideas and methods in the arts and sciences of the industry; as a stimulant to the interchange of programs, and as a promotor of mutual respect among broadcasters in all lands for their difficulties and accomplishments everywhere. Such a society would be completely cultural, independent of political connection and with no authority.

### Need for Self-Appraisal

Preparatory to a world organization, broadcasting in the United States would first have to set up an organized body to evaluate itself and present a united cultural front. The industry in America has always looked to outside judges for its prizes and approval. These judges have been either a publication, a university, or any promotion-minded institution, and their annual surveys have had a salutary effect; they have done much to raise the level of broadcasting and provide it lighted paths to travel in the formative days. But, because of the natural competition between publications, universities and institutions, none of the surveys has commanded the undivided attention and enthusiasm of either the industry or the public.

In other words, broadcasting now that it is of age, might turn its attention more closely to adult self-appraisal and formulate careful internal notions of what it has found is good both for the industry and the common welfare. It is well to compete for, but unwise to concentrate exclusively on the many so-called Pulitzer Prizes of Radio, the terming of which in itself seems rather an indirect rebuke to broadcasting, for it implies that radio is dependent on another medium for a standard high enough to shoot at. Broadcasting does not have to go beyond its own family circle to find a synonym for excellence; any of a dozen or more major stations or the networks would provide one.

In an organization devoted to the cultural and social significance of broadcasting, the key words would be Management, Arts and Sciences; these three factors are the basic pillars of the American system. Without intelligent and progressive management, the arts would not shine with their full brilliance, nor would the sciences explore and develop to their greatest potential; without the arts, neither management nor science would present its cleanest face to the public, and without science, management and the arts would be ineffective.

**RATIFICATION by the U. S. of the United Nations Charter underscores the need of a world broadcasting society to serve as a dynamic force for peace and progress in the radio art. "Ceece" Carmichael, former NBC program promotion specialist, believes the time is ripe for American broadcasters to take the lead in forming an Academy of Radio and Television Management, Arts and Sciences devoted to the advancement of broadcasting as a social and cultural influence.**

Anticipating the emergence of television from its war wraps, a natural name for the hypothetical entity would be: the Academy of Radio and Television Management, Arts and Sciences. The sequence of the initial letters forms a coined word, ARTMAS, connotative of the very quality which Management, the Arts and the Sciences create, and each is due its proportionate share of credit for the lustre of this artistic business, or practical art, whichever you prefer.

The Academy would devote itself wholly and single-mindedly to sifting out and holding up for popular examination the conscientious efforts of the industry to provide the American people with the best service capable of being produced by the talent and ingenuity attracted by the stimulating competition of the free enterprise system. It would suggest, encourage and support projects determined by it to be of value in extending the use of the media in the best interests of progressive democracy, and it would invite the efforts of all interests to participate in the evolution of broadcasting and television as a social and cultural force. In short, the Academy would function solely in the spirit of the dictionary definition of the word: "a society of learned men united to advance art or science". It would be diligent in recognizing all facets of the industry, knowing that all sides of a diamond shine equally bright when displayed in the light.

### Awards for Merit

Thus, in the annual dispensation of ARTMAS awards and credits, the accomplishment of a difficult and inspiring engineering feat, and the courageous and enlightened management policy or action would receive the same attention as the writing, production and performance of a program masterpiece. The kudos would be distributed with primary emphasis on individuals, for it is the life which individuals breathe into ideas that make the results either leap to heights of splendor or plod with the heavy feet of mediocrity; and the awards would be a sign that the recipients had entered a select circle whose members were entitled to honor and respect for their attainments.

### Radio's New Frontiers

United, as envisioned in ARTMAS, and agreed upon the standards it would pursue and reward at home, American broadcasting would be prepared to undertake, through ARTMAS, the aims already suggested for the field of international relationships, and by encouraging a fusion of sympathetic ideals and culture make a significant contribution to the durable Peace everybody talks about and hopes for.

It is up to broadcasting in this country to take the lead, as leadership inevitably devolves upon the strong; and in a matter so vital as the continual building of a complex, workable society private citizens and private business can no more afford to think in narcissistic, chauvinistic channels than can governments, for public pressure is the guiding stimulant of political action and the type of action will be determined by peoples' understanding and opinion of each other. Whether Peace is ephemeral or permanent well may rest outside the framework of government structures and in the hands of men and women of goodwill laboring in their own jobs toward the great goal.

This is, indeed, One World, and broadcasting, having done much to knock down the barriers of the old, can do infinitely more in helping expand the frontiers of the new. It is destined to play this role.

## Reconversion News

TIMELY station promotion deal was WGN's move to send News Director Robert F. Hurleigh on a swing around the Nation's automotive centers for on-the-scenes accounts of the industry's reconversion progress. Hurleigh will do remote broadcasts on both his sponsored news programs, 8 a.m. and 5 p.m., Mon. through Sat., speaking directly from assembly lines of Nash, Hudson and Ford in Detroit, Oldsmobile in Lansing, Mich., and Willys in Toledo, O., where he will describe the production of the new civilian "jeep". Jay Feree, WGN engineer, will accompany him on the tour.

## *FARM, HOME HOUR GOES BACK TO NBC*

ONE of radio's pioneer programs, the *National Farm and Home Hour*, returns to NBC, Chicago, Sept. 15, with few changes in the original format.

Program will be heard each Saturday, 12-12:30 p.m. CDST over approximately 40 stations, sponsored by Allis-Chalmers (tractors), Milwaukee, with contract signed by Bert S. Gitting Agency, Milwaukee.

Program started on NBC's Blue network in 1928, and stayed with Blue when NBC broke away, remaining until June, 1944, when U. S. Department of Agriculture, which owns title, withdrew broadcast rights over differences in policy. Present set-up calls for Everett Mitchell, who has been featured on *Farm Hour* since 1930 as mc. Homesteader's Orchestra, and Farm and Home Quartette. Guest stars and five-minute cut-ins from Washington will also be highlighted, with Clinton P. Anderson set to welcome show's return to the air.


**Snow in September..**

**down South...**

Cotton is the 16-county WSPA-Piedmont's largest money crop. Over 27,500,000 baled-pounds each year are produced in Spartanburg County alone.

WSPA SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles. Rep. by Hollingbery


## *NEW BBC DIRECTOR ARRIVES IN STATES*

CHARLES BREWER, veteran of almost 20 years service with the British Broadcasting Corp., arrived in New York last week to assume the post of BBC North American director. He succeeds John Salt, recently transferred back to England.

Mr. Brewer

Gaining practical experience in broadcasting at Cardiff and Birmingham, where he first specialized in the production of variety and light entertainment programs, Mr. Brewer went to London as variety producer in 1933 and two years later was named assistant director for variety. Two of the most popular prewar BBC programs, *BBC Scrapbook* and *Flying High* were his.

A veteran of the Royal Flying Corps in World War I, Mr. Brewer joined the RAF as a member of the staff of the bomber command at the outbreak of World War II. In 1941 he transferred to the Fleet Air Arm, first in communications work and later in command of training squadrons. In 1944 he spent some time in Paris as special liaison officer between SHAEF and BBC.

Urging the continuation and expansion of the wartime collaboration between BBC and American stations and networks "to our mutual advantage", Mr. Brewer described this collaboration as "an important factor in the total war effort".

"Now that the war is ended," he went on, "there are equally important benefits to be derived from a continuation of this spirit of cooperation. Unfettered by problems of security and wiser because of our wartime experiences, the free radio organizations of the United States, Great Britain and the rest of the world can now embark on a program to make radio an instrument to help bring about a better understanding between the peoples of the world."

Mr. Brewer, who last visited the United States in 1935, will meet the press at a luncheon to be given in New York on Thursday.

## Biow Changes

RESIGNATIONS of Sam Gill, director of research, and Frank Barton, business manager of the radio department, from Biow Co., N. Y., both effective Oct. 1, seemingly point to a reorganization of the agency, although Mr. Gill stated that his resignation had no connection with that of Mr. Barton. Milton Biow, agency president, was not available for comment. No replacements have been named, nor has either Mr. Gill or Mr. Barton announced future plans.

# ACTIONS OF THE FCC

AUGUST 31 TO SEPTEMBER 7 INCLUSIVE

## Decisions . . .

ACTIONS BY COMMISSION
SEPTEMBER 4

**WSRR Stamford, Conn.**—Designated for hearing application consent to voluntary assignment of license from Stephen R. Rintoul to Western Connecticut Broadcasting Co. (Jett and Wills voting for grant).

SEPTEMBER 5

**WDSU New Orleans**—Closed proceedings in complaint filed by Senator John H. Overton charging WDSU had refused to make available time for political broadcasts but placed licensee on notice that the facts in record are subject to further review when application is made for renewal.

**KOMA Oklahoma City**—Proposed findings of fact and conclusions that application for CP to shift from 1520 kc 5 kw N and D to 690 kc 5 kw N 500 w D be denied but without prejudice to filing of new application within 12 months; KOMA to be issued six-month temporary authorization to use 1520 kc 5 kw D 500 w N nondirectional to reduce interference to WKBW Buffalo and eliminate interference to TGW Guatemala.

**KGGF Coffeyville, Kan.**—Proposed to grant regular license renewal for period ending 11-1-46 since applicant is proceeding with steps to correct interference. Commission policy presently prevents grant CP to change from 690 kc 1 kw LS 500 w N to 1 kw N and D, directional.

ADMINISTRATIVE BOARD ACTIONS
SEPTEMBER 6

**WGBR Goldsboro, N. C.**—Granted CP new relay station 2 w.

ACTIONS ON MOTIONS
SEPTEMBER 6

**KOMO, KJR, Seattle**—Granted in part motion to continue hearing now set for 9-17-45 on license renewals and continued same to 10-15-45.

**WCHS Charleston, W. Va.**—Granted continuance renewal hearing from 9-10-45 to 10-15-45.

## Applications . . .

**NEW—99.1 m.c. William Avera Wynne, Rocky Mount, N. C.**—Cp new FM station 8,610 sq. mi.

## Tentative Calendar . . .

SEPTEMBER 10

**NEW, Fred O. Grimwood, Bloomington, Ind.**—CP 1490 kc 100 w unl.

SEPTEMBER 12

**NEW—1230 kc, O. E. Richardson, R. W. Widdel, S. G. Strasburg, d/b Voice of Marion, Marion, Ind.**—CP 250 w unl.

SEPTEMBER 13

**NEW—1340 kc, C. M. Zinn, G. Leslie Golliday, d/b Martinsburg Broadcasting Co., Martinsburg, W. Va.**—250 w unl.; consolidated with **NEW—1340 kc, Richard Field Jr., Grant Pollock, d/b Berkeley Bcstg. Co., Martinsburg, W. Va.**—250 w unl.

## Kuch Service

PAUL L. KUCH, former advertising and sales promotion director of Aerovox Corp., New Bedford, Mass., has established an advertising and sales promotion service for industrial advertisers at 410 Olympia Bldg., New Bedford.


*A Guide to Recorded BMI Music*

**Disc Data for Disc Users**

- They call it the "Disc Jockey's Bible" . . . for BMI's DISC DATA is truly one of the most valuable aids to users of phonograph records in radio.
- DISC DATA gives the Disc Jockey everything he needs for his programs . . . all in one compact, loose-leaf folder. The names of outstanding recording artists, alphabetically listed. Biographical highlights, photos, and up-to-date listings of BMI-licensed song titles, giving labels and numbers.
- At the moment, DISC DATA includes material on 57 noted band leaders and vocalists . . . with new names and new record releases constantly being added.
- DISC DATA is but one of the many services to radio provided by BMI . .

KNOW YOUR BMI MUSIC
AND KNOW HOW
BMI CAN SERVE YOU

BMI BROADCAST MUSIC, INC.
580 FIFTH AVENUE NEW YORK 19, N.Y.
New York • Chicago • Hollywood

# Classified Advertisements

**PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.**

## Help Wanted

**Wanted**—Veteran first class license holder for transmitter and/or studio for Rocky Mountain 1 kw outlet. State education and experience. Box 661, BROADCASTING.

**Excellent opportunity** offered to 1st class engineer by 250 watt Indiana network station. Permanent position, starting at $45.00 per week. Box 43, BROADCASTING.

**Announcer** for 1 kw, NBC affiliate, western station, permanent position, good working relationships. Box 87, BROADCASTING.

**Young lady** to handle the continuity for small but progressive network station. Must write good copy and accurate typing. To handle spot announcements and write local commercial programs. Ideal working conditions. Send full details, photo and salary requirements to Box 94, BROADCASTING.

**Experienced announcers** and copy writers for new local southern station opening soon. Send transcription, photo, and full details first letter. Box 122, BROADCASTING.

**Announcer**—Capable handling various responsibilities 250 watt network station in attractive midwestern city. State all including salary requirements. Box 138, BROADCASTING.

**Operator**—First class for 250 watt midwestern station. Permanent job for right man. Box 139, BROADCASTING.

**Transmitter engineer**—First class license for southern station in town of 35,000. Box 141, BROADCASTING.

**Announcer-continuity writer** wanted for 250 watt independent. Single preferred. $40.00 for 40 hours. Low living costs. James McGowan, WLOG, Logan, W. Va.

**Progressive network** affiliate in Houston, Texas has opening for versatile announcer. Must be steady, sober. Good opportunity to develop own show ideas and talent fees available. Wire or call Dick Altman, KTHT, Houston, Texas.

**Sports announcer wanted.** Experienced play-by-play sports announcer especially for football and basket ball. Salary open. Send audition disc and complete information to Radio Station KHMO, Hannibal, Mo.

**Combination operator-announcer,** first class license. 250 watt station, going to 1 kw soon. City of 8500. Heart vast agricultural ranching area. Site much postwar expansion, including million-dollar veterans hospital and sugar factory. Newspaper operated station. RCA equipped. State salary expected. No high cost living section. Permanent job for fellow with happy, willing, progressive disposition. Write Star Printing Co., Miles City, Montana.

**Experienced announcer** wanted with third class ticket. Must be capable copywriter and have car. Submit photo and complete radio background with references. Progressive station with plans. KSEI, Pocatella, Idaho.

**Wanted**—First class radiotelephone operator who knows transmitters and associated equipment. Good maintenance man. Provide radio background, references and snapshot. KSEI, Pocatello, Idaho.

**Need** a man with first class license who can announce. MBS affiliate. Call, wire or write telling all to Duane L. Watts, General Manager, KHAS, Hastings, Nebr.

**Help wanted**—3 engineers holding first phone licenses. Network station located in midwest. Opportunity for advancement for men qualified. Reply, North Central Broadcasting System Inc., 360 N. Michigan Ave., Chicago 1, Ill.

**Wanted**—Licensed engineer for WJEF, Grand Rapids. Write Chief Engineer, WKZO, Kalamazoo.

**SALESMAN**

. . . wanted to sell radio advertising for station location in large metropolitan eastern city. Very liberal commission basis. Address replies to Box 128, BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

## Help Wanted (Cont'd)

**Engineer** with first class license. Western Pennsylvania, 250 watter. State salary requirements. Box 126, BROADCASTING.

## Situations Wanted

**Announcer**—Some experience, recently discharged from service. Box 147, BROADCASTING.

**Attention FCC applicants**—Experienced television engineer currently associated with established commercial tele station seeks connection with proposed tele station, preferably California or Texas. Capable of supervision of layout, installation, and operation of studios, transmitter, field and telecine equipment. Box 57, BROADCASTING.

**Radio engineer available**—2½ years research and construction of FM transmitters equipment for Navy Department. 4½ years chief engineer of local AM broadcast station. 6 years of industrial electrical engineering. Desire job of constructing FM and TV broadcast stations. References of ability, character and responsibility upon request. Box 71, BROADCASTING.

**Chief engineer** available, six years chief engineer, four years FCC engineer, one year Western Electric field engineer. Box 93, BROADCASTING.

**Engineer**—Seven years broadcasting, five as chief engineer; three years War Department; competent, progressive, reliable. Desires position with progressive station in Minnesota, Wisconsin, Michigan or west coast. Available October 15. Box 100, BROADCASTING.

**Announcer-program director** 6 years experience, solid production background, knowledge of sales, wants to contact west coast CP, or broadcasters, with permanent opening. If possible, will arrange personal interview. Box 102, BROADCASTING.

**Writer - commentator** - program stylist —Gal Friday with new ideas for postwar programs. Writes news, continuity, publicity, commercials. 10 years experience press and radio; Chicago, New York, Hollywood, Europe. Chicago preferred. Box 106, BROADCASTING.

**Continuity writer.** Wide experience in writing and dramatic fields. College graduate. Excellent references. Box 112, BROADCASTING.

## Situations Wanted (Cont'd)

**Radio experience** in all capacities, except engineering and sports. Started 18 years ago; also business, advertising and executive experience. Prefer newscasting and selling time. State salary and your future. Can furnish references. Box 137, BROADCASTING.

**Program director.** Good background. Now employed by major network. Musical and dramatic experience. Box 116, BROADCASTING.

**Young woman** with a pleasing radio voice desires a start in radio or advertising. College graduate with A.B. in Speech and emphasis in radio work. Box 117, BROADCASTING.

**Continuity editor**—All types of commercial copy. Also traffic experience and programming. College graduate. Available September 15. Box 118, BROADCASTING.

**One man radio station:** Producer, director with ideas. Script writer, announcer, actor, musician, radio technician. Restricted phone license, preparing for second class. Veteran World War II. Will audition. Have experience—want more. Box 119, BROADCASTING.

**Program director**—Having had twelve years in radio as announcer and program director, would like to locate in a middlewest or southern town and build programs for a progressive station. Had musical and dramatic experience and can produce home talent shows, some experience in sales and station management. Family man, college graduate, steady and sober, give the best references. Box 120, BROADCASTING.

**Ambitious, aggressive,** hard working young man (29, married) with nine years experience in radio, manager of 250 watt small town station desires employment with progressive station in good trade area, preferably middlewest or Pacific. Box 121, BROADCASTING.

**Position wanted**—Chief engineer—13½ years experience; 4½ as chief of broadcast station, 3½ years as chief of ultra-high police radio, AM and FM experience. Age 34, good health, married 8 years. Now employed but desires change. Box 123, BROADCASTING.

**Chief engineer**—Available September 8, 17 years experience, references. Box 125, BROADCASTING.

**Ex-Merchant Marine,** single, 26. FCC first class phone and telegraph licenses. Experience: News and script writing, some announcing. College graduate. Gerson Goodman, 1930 80th St., Brooklyn, N. Y.

## Situations Wanted (Cont'd)

**Experienced football announcer** available from St. Louis for Friday, Saturday, Sunday schedule. Box 130, BROADCASTING.

**Engineer,** first class license, married, child. Box 131, BROADCASTING.

**Experience saves!** We handle that station you have in mind from commencement of application to completion of operation after you are "on the air". All or any part of it. Savings on application, construction and operation is our specialty. Our experience is saving money for others—let us save money for you. Box 132, BROADCASTING.

**Combination program director** and commercial manager desires position with small station. Age 37, married, locate anywhere. Box 134, BROADCASTING.

**Three people** seeking a change. Man, 47 years old, holding first class license, now employed as chief engineer and manager. Wife, third class license, now employed as announcer and engineer and young man, 24 years old, single, draft exempted, now employed as program director, and news analyst. Give starting salaries and full details in first letter. Box 135, BROADCASTING.

**Transmitter engineer** desires position as chief engineer. First class license and four years broadcast experience. Box 136, BROADCASTING.

**Announcer**—27, married, three years experience CBS affiliate. Turntable and control board. Prefer college town or city. Transcription on request. John Allott, 219 N. Kostner, Chicago, Ill.

**Chief engineer** available immediately. Desires permanent job. Married. Late thirties. Will be honorably discharged from Navy within week after three and half years of service in radio electronics, all phases. Have had commercial license since 1929. Installed 1 kw broadcast station in 1940. Best references. Write Lynn V. McMoran, 124 B St., N. E., Washington, D. C.

**Army officer,** now overseas, expecting discharge about October first wishes to make connection with midwest local or regional station in sales or managerial capacity. In radio from 1936 to '42, has served in all departments except engineering. References from all past employers and associates. Superior Army record. Family of three. Prefer station catering to industrial or agricultural market but not absolute necessity. Chance for advancement and station's future more important than starting salary or position. Available for interview if interested. Box 142, BROADCASTING.

**From an ex-soldier**
**To the Radio Industry:**
**"GI would like to get back to work"**

Honorable discharged veteran with experience in radio stations ranging from 250 to 50,000 watts. Network announcing; special events; promotion and publicity; news announcing and editing; sales; program and commercial writing; station representative experience; over a year as radio station manager. Don't get me wrong! Not a "Super" radio man—just a fully experienced ex-radio man ready to get back to work.

If you have an opening on your staff—drop me a line—I might bite—and it would turn out to be a good catch for both parties concerned.

**BOX 127, BROADCASTING**

**ATTENTION SERVICEMEN!**

To aid servicemen seeking radio jobs, BROADCASTING will accept situation wanted classified ads at no charge. Thirty words maximum. Two insertions. Sign name, rank and give address.

***FM* is sweeping the country**

**We,** as pioneer manufacturers of FM broadcast equipment, are prepared . . . and now have openings for sales representatives in the following territories:

*New England*
*Ohio*
*South*
*Southwest*

***Qualifications:***

1. Financially able, with present organization or one in planning.
2. Established, regular contacts with broadcasters in your territory and means of contacting prospective broadcasters in FM.
3. Engineering and technical background helpful, but not essential.

**Write, stating qualifications, to Box 133 Broadcasting**



XUM

## Situations Wanted (Cont'd)

**Commercial announcer** for permanent placement. 5 kw or new 250 watt. Excellent references. Family man. Write or telegraph details. Box 140, BROADCASTING.

**Young man,** 26, seeking announcing position in radio. Good voice, fair education; now studying National Academy of Broadcasting, Washington, D. C. Prefer east coast. References. Box 143, BROADCASTING.

**Industrial engineer,** former sales and station manager, available due war contract termination, seeks opportunity for development of single station, group or regional network. Highest recommendations based on results produced. Salary or commission. Reply Box 144, BROADCASTING.

**Desired**—Radio production and writing position with network, independent station or agency in New York by woman thoroughly experienced in network production and writing. Has good solid radio background. Has broadcast unusual women's programs. Excellent references. Box 145, BROADCASTING.

**Discharged veteran** with ability and good ideas available as station manager or commercial manager. Will consider sales position with progressive station in good market or network. For full details, wire or write. Box 146, BROADCASTING.

**Veteran,** to be honorably discharged shortly, desires chief engineer job. Preferably middle or far west. Ham since 1932. Army background included supervision of war dept. stations; most phases radio engineering. First phone and second telegraph tickets. Write Chas. W. Clemens, 600 Bashford Lane, Alexandria, Va.

## Wanted to Buy

**Private party** desires purchase interest or full stock western or southwestern station. Replies confidential. Box 115, BROADCASTING.

**Wanted to buy**—Whole or part interest in a radio station up to 1000 watts. 15 years of successful sales management. New England preferred. Box 124, BROADCASTING.

## For Sale

**For sale**—New 250 watt transmitter. Price $1750. Box 55, BROADCASTING.

**For sale**—Automatic equalizer for RCA Instantaneous Recorder. Box 129, BROADCASTING.

**Transmitter** 250 watt AM Temco converted news, meets FCC specifications. In original containers for immediate delivery $2,200.00 cash, f.o.b. Write E. Lewis, Room 506, 250 Park Ave., New York City.

**250 watt transmitter,** complete with one set spare tubes. FCC approved. It is the equipment formerly used by WJW, Akron. First check or money order for $1250.00 will buy it. Pacific Coast Amusement Co., Oakland, California.

**For sale**—New Hemco 250GC converted transmitter. Complete filing data for FCC requirements. Never been used still in original crating. Price cash FOB, Marshall, Texas $3,000.00. KVOM, Inc., P. O. Box 793, Marshall, Texas.

## Miscellaneous

**Announcer's,** writer's, emcee's Comedy Material. Catalog free. Box 29, BROADCASTING.

**Managing executive** with thorough radio experience will invest capital and capable services in local station or will buy outright. Box 113, BROADCASTING.

# SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
**Commercial Radio Equip. Co.**
Washington, D. C. Kansas City, Mo. Hollywood, Cal

Custom-Built
**Speech Input Equipment**
**U. S. RECORDING CO.**
1121 Vermont Ave., Wash. 5, D. C.
District 1640

MORE RF KILOWATT HOURS PER DOLLAR WITH
**F & O TRANSMITTING TUBES**
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

SOUND EFFECT RECORDS
**GENNETT-SPEEDY-Q**
Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
*Write For Details*
**CHARLES MICHELSON**
67 W. 44th St. New York, N. Y.

*The*
**Robert L. Kaufman**
*Organization*
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

FREQUENCY MEASUREMENTS
*One of the best equipped monitoring stations in the nation*
**STANDARD**
Measuring & Equipment Co.
Phones 877-2652 Enid, Okla.
Since 1939

KLUGE ELECTRONICS CO.
*Commercial & Industrial Equipment*
1031 No. Alvarado
Los Angeles 26, Calif.
Myron E. Kluge EXposition 1742

TOWER SALES & ERECTING CO.
*Radio Towers*
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

**5th YEAR**
**FOR JOHNNY AND MACK AUTO PARTS IN MIAMI**
**THE SHADOW**
Available locally on transcription—see C. MICHELSON, 67 W. 44 St., N.Y.C.

# PROFESSIONAL DIRECTORY

JANSKY & BAILEY
*An Organization of*
Qualified Radio Engineers
DEDICATED TO THE
*SERVICE OF BROADCASTING*
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
*CONSULTING RADIO ENGINEERS*
MONTCLAIR, N. J.
*MO 2-7859*

HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
**Commercial Radio Equip. Co.**
- International Building, Washington, D. C.
- 121 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

***FREQUENCY MEASURING SERVICE***
*Exact Measurements - at any time*
RCA COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
PAUL A. deMARS
ASSOCIATE
1469 Church St., N.W., Washington 5, D. C.
Decatur 1234

JOHN J. KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg. • NATIONAL 6513
Washington 4, D. C.

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

*Frank H. McIntosh*
*Consulting Radio Engineers*
710 14th St. N.W. ME. 4477
Washington, D. C.

MAY, BOND & ROTHROCK
CONSULTING RADIO ENGINEERS
★ ★ ★
Nat'l Press Bldg. Wash. 4, D. C.
District 7362 • Globe 5880

Tel. Bridgeport 7-2465
*Garo W. Ray*
Consulting Radio Engineer
Hilltop Drive Stratford, Conn

WORTHINGTON C. LENT
Consulting Engineers
INTERNATIONAL BLDG. WASH., D. C.
1319 F STREET N. W. DISTRICT 4127

HERBERT L. WILSON
AND ASSOCIATES
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
1018 VERMONT AVE., N.W., WASHINGTON 5, D.C.
NATIONAL 7161

**HOLEY & HILLEGAS**
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CO.
*Consulting Radio Engineers*
363 E. 75th St. CHICAGO 19
Triangle 4400

GOMER L. DAVIES
Consulting Radio Engineer
P.O. Box 71 Warfield 9089
College Park, Md.

XUM

# At Deadline...

## OPA PRICE RULING ON RECEIVING SETS SOON

ACTION by the OPA on prices for radio receiving sets is expected this week, following decision reached over the previous weekend to remove the bottleneck on tubes and parts that arose from delay in securing OPA price formulas.

Set manufacturers are going ahead with production plans, completing details of production lines and arranging to acquire tubes and components. Already some manufacturers are turning out sets but the quantity is not large. Within a few weeks output will reach a high figure.

Parts manufacturers complain the new prices on tubes and parts do not take care of many hidden increases in production costs. The increase factors for original equipment, radio tubes and parts range from 5% for resistors and miscellaneous items to 11% for coils, and transformers and chokes, based on the prices that prevailed in 1941.

## AMERICAN PROMOTION AWARDS ANNOUNCED

SECOND annual awards for outstanding audience promotion of American Broadcasting Co. programs, based on a survey of agencies, has resulted in issuing of certificates by the network to the following stations: Cities over 500,000, KXOK St. Louis, WFIL Philadelphia, WJW Cleveland, WTCN Minneapolis; cities 100,000 to 500,000, WOWO Ft. Wayne, WAGA Atlanta, KXYZ Houston; cities 50,000 to 100,000, WCBS Springfield, Ill.; WROK Rockford, Ill., WJBO Baton Rouge; cities under 50,000, KADA Ada, Okla., WTJS Jackson, Tenn., KGGF Coffeyville, Kan.

## SKELLY RENEWS DREIER

SKELLY OIL Co., Kansas City, renews Alex Dreier on 24 NBC stations, effective Sept. 10. Program is aired Mondays through Saturdays, 7-7:15 a.m. (CDST). Fifty-two week contract was signed by Henri, Hurst & McDonald, Chicago.

## LONGINES ADDITION

LONGINES-WITTNAUER Co., New York, begins sponsorship of an additional half-hour of transcribed *World's Most Honored Music* featuring the Longines Symphonette, over WMAQ Chicago. Program will be heard Saturdays 10:30-11 p.m., in addition to regular Sunday broadcast. Contract placed by Arthur Rosenberg Inc., New York.

## JOINS AVERY FIRM

RAY NEIHENGEN, American spot salesman in Chicago, joins Free & Peters, Chicago, Sept. 10, replacing Bernard (Tim) Timothy, who becomes Chicago manager of Lewis H. Avery's new station representative business [BROADCASTING, Sept. 3].

## SEARS 11 IN LOS ANGELES

SEARS ROEBUCK & Co., Los Angeles, in a 20-day anniversary campaign on Sept. 10 starts using a total of 594 transcribed spot announcements on 11 local area stations. List includes KFI KECA KNX KFWB KFVD KMPC KPAS KGFJ KFAC KIEV KWKW. Agency, The Mayers Co., Los Angeles.

## TRANSCONTINENTAL TELEVISION TWO YEARS OFF, SAYS MINER

TELECASTS of local sporting events and political doings in addition to visual adaptations of radio's variety, comedy, dramatic and other entertainment and educational programs should be available to the television set owner in the near future, Worthington Miner, CBS manager of television, said in address prepared for Broadcasting Sept. 9 as intermission feature of the CBS *Symphony Orchestra Concert*.

Mr. Miner warned listeners "it will be two years, probably more, before televison will be ready to span the Continent" and that "television in its formative years will be limited to certain specific hours of the day. Television," he said, "should be considered not as a substitute for but as a supplement to your radio service." Color pictures and other technical developments are on the way, he said, stating that CBS hopes to demonstrate full color in New York before the end of the year. He warned, however, that "it would be false to anticipate television's full flowering tomorrow or the day after tomorrow."

## CBS WORKERS PETITION

CBS white collar workers (secretaries, researchers, writers and directors in television) have authorized United Office of Professional Workers of America to file a petition with the National Labor Relations Board for the right to hold an election to determine: 1, whether the white collar workers want a union and 2, whether the union be the UOPWA, International Alliance of Theatrical & Stage Employes, or International Brotherhood of Electrical Workers. UOPWA is affiliated with CIO. Other two unions are AFL.

## BARSBY ELECTED V-P

WILLIAM H. BARSBY, formerly traffic manager of RCA Communications Inc., was elected vice-president Friday. Col. Sidney Sparks, who has been released from active military duty after two years as officer in charge of the War Dept. Signal Center in Washington, succeeds Mr. Barsby as traffic manager.

## CAPT. JENNINGS TO TREASURY

CAPT. ROBERT G. JENNINGS, former radio director of H. W. Kastor & Sons, Chicago, who has been handling radio production for Army Air Forces, has been loaned to the Treasury to assist in handling special programs for the Victory Loan Drive. He will be stationed in New York as liaison with MBS on special programs.

## CRIME PAYS

LEWIS J. VALENTINE has announced his resignation as police commissioner of New York on Sept. 14 after 42 years on the force, to become chief investigator-commentator of the new *Gang Busters* series starting on American Sept. 15 as a Saturday, 9-9:30 p.m. program. Series is sponsored by L. E. Waterman Co., New York, for Waterman fountain pens. Mr. Valentine will receive $50,000 a year for his radio ties. His salary as commissioner has been $12,500 a year.

# People

SALLY CRAMER, formerly administrative assistant on the Jergens-Woodbury account at Lennen & Mitchell, New York, to McCann-Erickson, New York, as creative group head on the Revlon account.

EUGENE S. Thomas, sales manager of WOR New York, named member of advertising and selling course committee of Advertising Club of New York for 22nd year of course.

CARLOS FRANCO, associate director of radio in charge of station relations, Young & Rubicam, New York, is in Mexico on a business trip.

WILLIAM SHIRER, CBS commentator, leaves Sept. 26 for Germany to cover the Nazi war criminal trials at Nuremberg. Les Nichols, who has covered the war for Mutual five years, is now in Europe and will report the trials for that network, assisted by Murray Young, formerly a commentator for WHK Cleveland who has been added to Mutual's overseas staff.

GEORGE FISK, formerly with research department of *World-Telegram*, New York, has joined Sherman K. Ellis, New York, as assistant director of research.

OLIVER PRESBREY, formerly assistant to Arthur Pryor, vice-president in charge of radio, BBDO New York, has become an account executive in charge of the U. S. Steel account. Mr. Presbrey is succeeded by Wick Crider [BROADCASTING, Sept. 3].

ALAN C. THURSTON, Sales development manager of White Rock Corp., subsidiary of National Distillers Products Corp., New York, has been appointed vice-president in charge of advertising and merchandising.

GILBERT SELDES, CBS director of television programs, resigns Sept. 28 to do independent television work. He may continue special work for the network outside of television.

HOWARD J. LONDON, director of radio and motion pictures for the National foundation for Infantile Paralysis, leaves Sept. 10 for a three-week trip to San Francisco and Hollywood to complete radio plans for the 1946 March of Dimes campaign.

ROBERT WASSELL, EUROPEAN war correspondent for American, has returned to this country. After a short vacation he will be assigned to other duties.

WEST W. WILCOX, assistant general manager of WHOM New York for 10 years, resigns Sept. 15. He will announce new affiliation in a few weeks.

MARGARET C. BOOSS, formerly manager of market and research for McCann-Erickson, New York, appointed associate director of research of Federal Adv. Agency, New York.

MARY MARGARET McBRIDE, commentator on WEAF New York, was to leave Sept. 8 for Paris and London. She may broadcast an occasional program from abroad. Sheila Karn, Miss McBride's manager, will substitute on her Monday-through-Friday, 1-1:45 p.m. program, broadcast under participating sponsorship.

STEVE ELLIS and Don Dunphy will describe the Monday night boxing bouts from Madison Square Garden and St. Nicholas Arena, New York, on WHN, sponsored by Gillette Safety Razor Co., Boston. Starting Sept. 10.



XUM

## *Advertising Brought* NATIONAL MARKETS *to* *Local Stores!*

IN 1909—an idea; in 1945—a multi-million dollar business! Such is the history of the Florists' Telegraph Delivery Association, the trade cooperative which widens a local florist's market from his own community to a whole nation. Thirty-six years ago, florists determined to make "Flowers-by-wire" a reality. Their success is attested by current annual volume of more than 5,000,000 orders—more than 7000 members—more than $36,000,000 worth of business!

# In the DISTRIBUTION DECADE

## Advertising Must Win Still Wider Markets!

AMERICA is on the verge of a new era—the Distribution Decade! Now that Victory has lifted the curtain on this new phase of economic history, new responsibilities and new opportunities will fall to Advertising.

Conversion from war production finds us with abundant manpower, money, materials and manufacturing facilities. Purchasing power will exist as a potential, but its activation will hinge on the success of Advertising. For Advertising must create demand among consumers.

More than that, Advertising must regulate demands to meet abilities to produce in order to maintain a stable economy. Without a demand for goods, plus a parellel course of supply and consumption, we face a menace of disastrous unemployment.

Advertising did it before—and will do it again—*better*. Alert agency men will be ready for the Distribution Decade. The Nation's Station will soon be ready, too; ready to go into action—with new, factual data on how to move merchandise in the 4-State market that is WLW-Land.

**WLW**
DIVISION OF THE CROSLEY CORPORATION

*". . . to WLW for outstanding reporting of the news"*

THE NATION'S MOST MERCHANDISE-ABLE STATION

Post-war radio "handie-talkies" and "walkie-talkies" will enable you to take your radiophone anywhere you go!

## *"I'm telling Helen about this—right now!"*

You're a hundred miles from "nowhere" and you just landed the finest trout in the world! You've simply got to tell your wife (and the boys) back home.

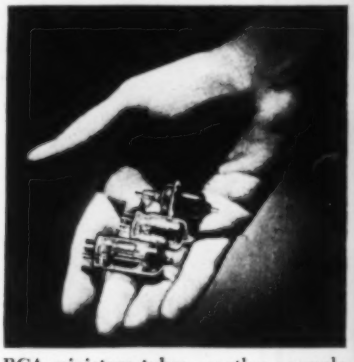
So you turn on your "handie-talkie," signal the nearest "receiving station," get put through long distance and r-r-r-ing!—she's on the other end!

Doesn't this seem fantastic? It really isn't at all! For now such instruments can be made—about the size of a camera—weighing as little as three pounds—with a range of many miles.

Similar equipment that served the Allied Armed Forces was made possible by miniature electron tubes developed in RCA Laboratories. These miniature tubes are the size of peanuts and acorns. Actually, with these tubes there can be radios the size of a cigarette case or a lady's compact—with "big radio" reception!

Similar research goes into all RCA products. And when you buy an RCA Victor radio, television set or Victrola, you get one of the finest instruments of its kind that science has achieved.

Radio Corporation of America, RCA Building, Radio City, New York 20. *Listen to The RCA Show, Sundays, 4:30 P.M., Eastern Time, over NBC.*



**RCA miniature tubes**—another example of RCA pioneering in radio and electronics. The "handie-talkie" and smaller radios were made possible through the development of these tubes. Moreover, much valuable space can be saved through their use in larger sets.

**RADIO CORPORATION of AMERICA**

XUM

u go!

mple
elec-
aller
the
wer,
ved

A

XUM